

# AMERICAN NURSERYMAN

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

SEPTEMBER 15, 1960



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# AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

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**Forms for the October 15 issue will close Friday, September 23**  
**Forms for the November 1 issue will close Friday, October 14. Mail copy to arrive at Chicago by these dates—no later.**

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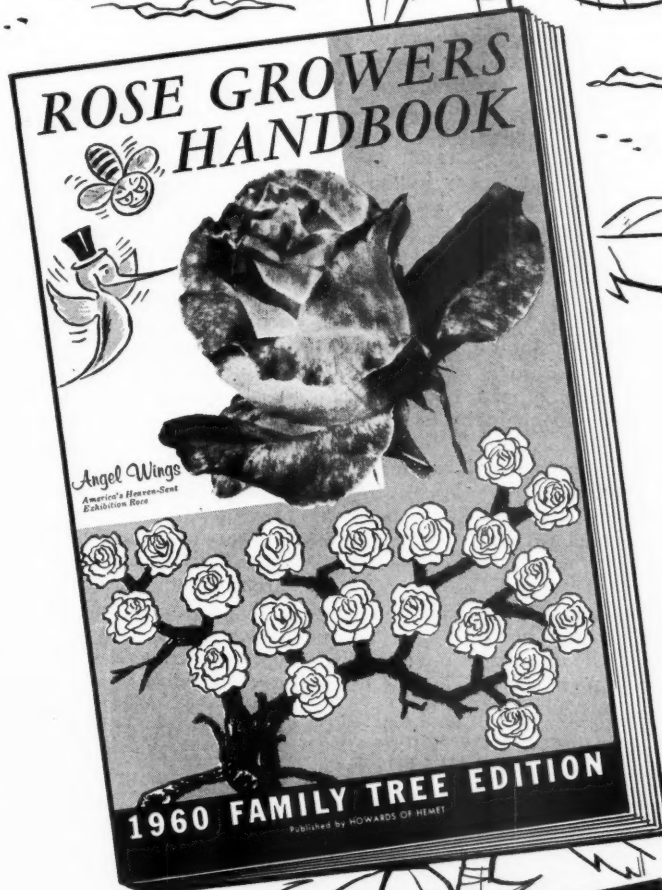
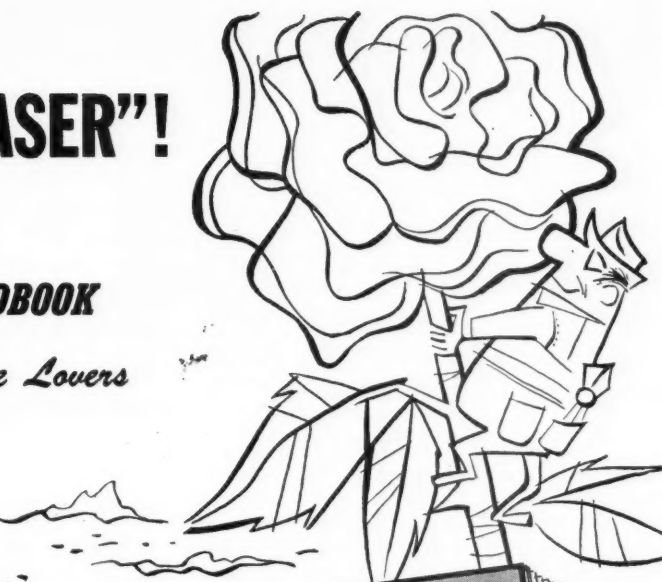
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## AMERICAN NURSERYMAN

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### Editorial

#### AUTUMN PLANTING

With garden magazines and newspaper garden columns carrying advice and information on autumn planting, the retail nurseryman or garden store operator who does not provide stock and make preparations to handle the resulting orders is setting up a roadblock to his own business. Instead, he should take advantage of every opportunity to fill customers' wants at this season and reap the benefits of money in the bank early and an eased burden during the next spring's season.

After the inclement weather that was a handicap to sales and planting earlier in the year, gardeners' needs were left at least partly unfilled in most areas. Shrewd nurserymen either booked orders then to be filled this autumn or made note of the customers who might be especially solicited at this time.

Autumn planting is on the increase in most retail nurseries because the operators have seen the opportunity and developed it, to lessen the uncertainty and the excessive load in spring. The public, as it learns more about gardening, realizes the advantages of fall planting, and the retailer who encourages the trend finds sales easier to make at this season each successive year.

#### DEALERS' HELPS

Nurserymen have long been familiar with so-called dealers' helps, especially the envelope stuffers and other mailing pieces received from manufacturers of equipment and dealers in supplies. Considering the widespread use of such material and its recognized sales-making value elsewhere, one is sometimes surprised that more use has not been made of it in merchandising nursery stock.

In recent years introducers of new varieties of roses have been foremost in the adoption of this practice. They supply electros for catalogs,

mats for advertising and some other items to help push their products. Lately introducers of new shrubs and trees have followed suit, but the number is small compared to the possibilities in this field.

Of course, dealers' helps are most profitable to those who pay for the material if their items bear brand names, are trade-marked or patented. But an ingenious nurseryman should find ways of identifying his material in such dealers' aids, or the wholesaler might supply them to retail nurserymen exclusively handling one type of stock.

A homeowner finds envelope stuffers in monthly statements from drugstores, specialty shops, department stores and many other establishments. But the invoices, statements and other mail from retail nurserymen, garden store operators and such usually come bare as orphans from these sales-making devices.

#### SELF-SERVICE

In order to curtail costs and to meet the problem of securing good salespersons, many garden centers are being converted to the self-service type, particularly in the departments devoted to supplies.

But operators need to study seriously the adaptation of this type of service to their own conditions. In some garden centers, displays of garden tools and supplies, when many name brands and lines are handled, have grown to such proportions that self-service is not entirely the answer. Customers sometimes wander around, finding what they want with difficulty or missing the advice of a salesperson. A smaller display, or one well arranged and departmentalized, would fare better.

Probably no garden center can be entirely of the self-service type. One or more persons are needed to answer the questions of prospective buyers, not only to supply information, but also to speed their selections. These salespersons, particularly in warm weather when customers come without hats or coats, need to be distinguished from the visitors. Some garden centers outfit the members of their staffs with smocks or other uniform apparel. In others, buttons or badges are used to distinguish the sales personnel. The badges are similar to those supplied at some conventions, comprising a card bearing the name of the establishment and the name of the salesperson, en-

closed in a cellophane or other frame, fastened on the clothing by a pin.

It should be remembered that self-service, or any other speed-up system of handling customers, is presumably adopted as a means of saving the customer's time and satisfying his or her wants more easily, not just to save money for the owner. Sometimes a system breaks down and does the opposite, as has the procedure to "take a number"; if the customer's number is 20 or 30 beyond that presently called, he may be dissatisfied and go elsewhere. Perhaps a cashier to receive payment from those customers who make their selections quickly and do not wish to wait their turn is the answer. Sometimes a discount for transactions before or after the rush period of the day may help.

But it must be remembered that no system for expediting trade is without its flaws and emergencies. Someone must keep in touch with what is going on, and remedies must be found where required.

#### NEW TAX APPROACH

Of special interest to nurserymen whose premises are located in areas where land values have skyrocketed and tax assessors are inclined to increase all valuations on the same scale, what is termed a unique solution to a tax problem is set before its members by the California Association of Nurserymen in a recent bulletin.

One nurseryman received a personal property tax bill from the local source, showing a sizable increase in assessed value of property and improvements over that of the previous year, well into four figures. The proposed increase was based upon the higher value of property in that area. The assessor contended that, since all the property around had increased in value, that used for a retail nursery had increased proportionately.

The owner protested that this proposed increase in valuation did not apply, as in the operation of the nursery there was no great increase in land-use value. To prove his point he made available to the assessor his record of earnings over the past three years. As a result of conferences, the proposed increase in valuation was reduced by about 50 per cent. While the nurseryman did pay some increase in taxes, his protest and the resulting conferences saved him about one half of the increase he would otherwise have had to pay.



# Southerners' Program Focused On Research And Management

By Donald Curda



T. N. Nicholson, Sr., (left) receives the Slater Wight award from John Wight at the past presidents' banquet held during the convention of the Southern Nurserymen's Association at Atlanta, Ga.

At its 61st annual convention, held August 21 to 23 in the Atlanta Biltmore hotel, Atlanta, Ga., the Southern Nurserymen's Association presented to its members a new slate of officers for the coming year, the 1960 recipient of the Slater Wight memorial award and an educational program focused on management problems of the small business.

George Coulter, Carolina Nurseries, Inc., Charlotte, N. C., was elected the new president of the association at the closing business session August 23. The unanimous vote cast by the membership also included Robert Boyd, Globe Nurseries, McMinnville, Tenn., vice-president, and Dan Reynolds, L. A. Reynolds Co., Inc., Winston-Salem, N. C., treasurer. New chapter directors chosen were David Laird, Laird's Nurseries, Richmond, Va., chapter 1, and Jim Patterson, Patterson Nursery, Albany, Ga., chapter 2.

At the past presidents' banquet that climaxed the convention activities, the Slater Wight memorial

award was presented to T. N. Nicholson, Sr., co-founder of the Commercial Nursery Co., Decherd, Tenn., and a charter member of the Southern Nurserymen's Association. In his presentation address, John Wight, Wight's Nurseries, Cairo, Ga., cited Mr. Nicholson's many years of service to the association.

## Opening Session

The convention was called to order Monday morning, August 22, by D. P. Henegar, McMinnville, Tenn., executive secretary of the S. N. A. Donald M. Hastings, Jr., convention chairman, introduced the president of the Atlanta chamber of commerce, who welcomed the nurserymen to Georgia's capital city. In his response, John Wight noted that the association's regard for Atlanta was shown by the fact that the present convention was the 13th to be held there.

Giving the president's address, Edwin G. Fraser, Southern States Nurseries, Macclenny, Fla., thanked

the board of directors for their diligent work and their cooperation through the year and complimented Executive Secretary Henegar on his accomplishments in making the S. N. A. and its activities more widely known. Pointing out the association's progress during the past four years, he cited the notable contribution of the S. N. A. research program, through which the results of experimental work at southern universities is compiled and made available to members each year.

When committee assignments had been made, President Fraser introduced Dr. Thomas Cannon, North Carolina State University, under whose chairmanship the conference of southern research workers had been held the previous day. Reporting some of the highlights of the meeting, full proceedings of which will be published and distributed to members, Dr. Cannon noted that work on container production of plants is in progress in most of the southern states. It includes studies on site selection, growing media, nutrition, winter damage, watering procedures and performance of container-grown stock after transplanting.

Tests conducted in several states indicate that the use of light-colored cans as compared to black cans results in an improvement of up to 87 per cent in the growth of container ornamentals. For plants kept under 50 per cent shade in a Florida series of tests, watering every three to six days proved better than daily watering.

## Propagation Studies

Every state represented at the conference reported work in propagation, according to Dr. Cannon. Most research in this field has been concentrated on [Continued on page 112]

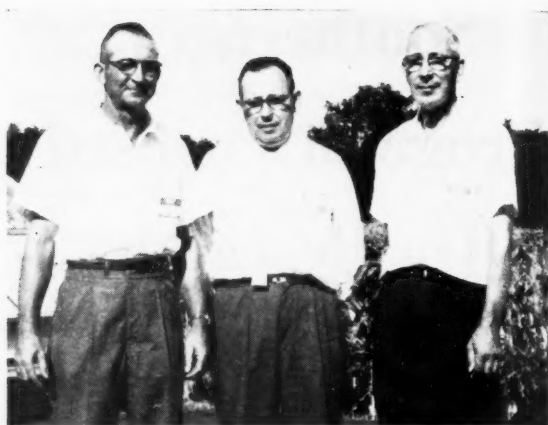


New officers of the Southern Nurserymen's Association at the Atlanta convention: Left to right (front row), D. P. Henegar, executive secretary; Edwin G. Fraser, retiring president; George Coulter, president, and David Laird, director; (back row) James Patterson, director; Dan Reynolds, treasurer, and Robert Boyd, vice-president.

# Iowa Group Views Research at Summer Meeting

State University Shows Tests on  
Woody Ornamentals and Dwarfing

By John P. Mablstede



Among the participants in the recent summer meeting of the Iowa Nurserymen's Association at Ames were (left to right) Dwight Hughes and Lee Haynie, I. N. A. president and secretary-treasurer, respectively, and Vincent Bailey, president of the American Association of Nurserymen.

Undaunted by threatening rain, some 150 nurserymen from Iowa and surrounding states, their wives and families met August 18 on the campus of Iowa State University, Ames, for the annual summer meeting of the Iowa Nurserymen's Association. With a cooperative weatherman, the program arranged by the staff of the horticulture department and Lloyd Cafferty, owner of the Ames Nursery, went off as scheduled, although early morning rains made it look for awhile like an alternate session might have to take precedence.

The officers and directors of the association held a brief meeting in the morning, before the sessions got underway, to make plans for the annual meeting scheduled for Cedar Rapids next January. The morning meetings, beginning promptly at 9:30 o'clock, were opened by a welcoming address by Dr. E. S. Haber, head of the horticulture department at Iowa State University. Following a brief explanation of the department's service to the nursery industry in the state, Dr. G. J. Buck took the group on a tour of the All-America Rose Selection garden and adjacent annual display plots, which serve a dual function for student and adult education.

## Grass Plots Viewed

Spring-seeded grass plots, treated with various pre-emergence herbicides for the control of crab grass, were then discussed by Prof. Eliot Roberts, turf grass specialist in the department of horticulture. Bank stabilization trials, making use of both woody and herbaceous perennial plant materials, were then observed by the group. It was noted that many good ground cover plants often performed their function so

well that they soon became a nuisance, because of the difficulty in keeping them within bounds.

Before leaving for the soil conservation nursery, the group was directed to a plastic greenhouse, which was first constructed in 1953. The structure, framed from 2x4-inch lumber, employed the use of polyethylene-covered 3x6 and 3x7-foot wire-reinforced panels. Summer exposure of the panels to full sunlight made it necessary to recover the structure each fall, preparatory to the winter propagation period.

## Plastics Tested

When Polyflex 230 became available, the panels were covered with this material, in order to determine its weathering properties. Continued exposure of this plastic for periods of from one and one-half to two years resulted in flexing and fatigue that rendered the material quite brittle and subject to breakage.

The existing structure has been covered with Mylar for two years and has shown no signs of deterioration. Research men pointed out that only one hole was found after a hail-storm June 28 had taken out from 10 to 20 per cent of the glass in an adjacent glass range.

Leaving the Iowa State University campus, the group toured the state conservation nursery, where Dennis Krokowski, assistant nurseryman for the conservation commission, explained the program followed in the production of soil bank and conservation-type plant materials. It was pointed out that only relatively small stock, that is 3 years and under, is produced for distribution. Rigid control is kept on the distribution of stock, which is sold primarily for conservation purposes and is never

sent into urban areas for planting. Many in attendance were particularly interested in the storage and shipping facilities, the latter making use of relatively large bales of plant materials, including such stock as the multiflora rose and different species of pine.

Dwight Hughes, president of the Iowa Nurserymen's Association, presided over the noon banquet served by the women of the Methodist church. President Hughes introduced Wayne Ferris, a past president of the American Association of Nurserymen, and George Rose, Field Seed & Nursery Co., Shenandoah, newly elected director from region IV. Vincent K. Bailey, J. V. Bailey Nurseries, St. Paul, Minn., A. A. N. president, spoke briefly about the national organization and its plans for the year ahead. Dr. Haber then introduced the local arrangements committee, Dean Floyd Andre, director of the experiment station; Dr. George Browning, the associate director, and Dr. Marvin Anderson, director of the university's extension service.

For the afternoon sessions, the ladies were invited to attend a ceramic tile demonstration and social hour at the Memorial Union. After an informative discussion on the use of tile for table patterns, vases, ash trays and pictures, refreshments were served.

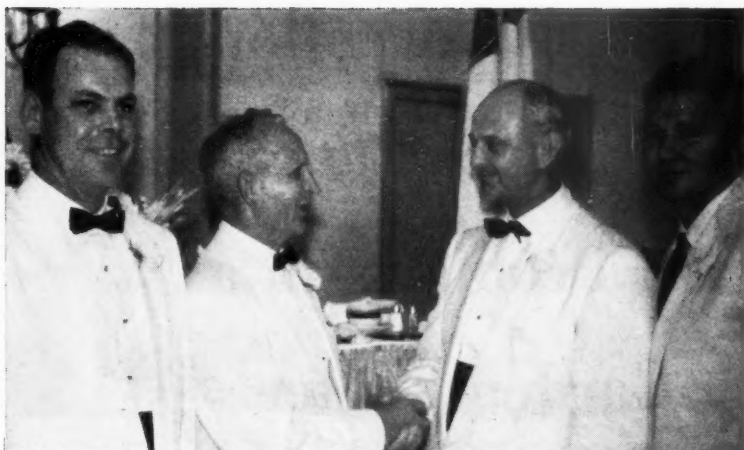
## University Research

Concurrent with the ladies' program was a tour of the horticulture farm and research projects underway in nursery, turf, fruit and vegetables. Displays on various aspects of research and teaching were prepared in storage and packing sheds adjacent to the farm.

[Continued on page 70]

# Texans Set Records at Annual Convention

By Donald Kaupert



Newly elected officers of the Texas Association of Nurserymen. Left to right, James H. Walker, first vice-president; L. J. Hilscher, president; Jack Jones, retiring president, and Sterling Cornelius, second vice-president.

The 23rd annual convention and trade show of the Texas Association of Nurserymen, held August 14 to 17 at Dallas, was the biggest convention in T. A. N. history in more ways than one. It was biggest in attendance—total registered, 626; the biggest in number of exhibits—a total of 151 spaces sold, and the biggest in trade show sales, \$1½ million. The site was apropos, Big "D," better known as Dallas, being a city which has evidenced an astronomical growth in the past decade, both from the standpoint of population and commercial construction. Because of the size of the convention, it was necessary to utilize the facilities of two of the largest hotels in Dallas, the Adolphus and the Baker. A garden center operation panel, one of the convention highlights, is fully reported elsewhere in this issue of the magazine.

The new slate of officers selected to guide the T. A. N. for the coming year include L. J. Hilscher, Hilscher Nursery & Garden Center, Fort Worth, president; James Walker, Walker Nursery, Midland; first vice-president, and Sterling Cornelius, Cornelius Nurseries, Houston, second vice-president.

Directors elected to 2-year terms in their respective regions are Erwin Richker, Rice Nursery, Houston, region II; Carroll Wilson, C. E. Wilson Nurseries, Jacksonville, region III, and Scott Mosty, Mosty Bros. Nurseries, Center Point, region VI. The director at large will be the retiring president, Jack Jones, Southwest Landscape Co., Dallas.

Directors with one year remaining

in their tenure of office are George Pletcher, Jr., Pletcher's Wholesale Nursery, Harlingen, region I; L. C. House, House's Azalea & Camellia Gardens, Dallas, region IV, and O. S. Gray, Jr., O. S. Gray Nursery & Landscape, Arlington, region V.

Special programs were set up for the ladies, the Junior Tanners and the Tanner Teens. All attended the evening social functions which were part of the general program. The opening social events of the convention were the exhibitors' appreciation party and a cabaret dance which followed, both functions being held on the roof garden of the Adolphus hotel.

## Opening Session

Monday, August 15, the keynote luncheon was held at the Baker hotel. President Jones first introduced the officers and cited their contributions to the T. A. N. program the past year. L. J. Hilscher, first vice-president, was congratulated for his work in developing the T. A. N.'s own fertilizer for sale by member outlets. James Walker, second vice-president, was commended for his job in handling the merchandising program for the T. A. N.

Others introduced were members of the nominating committee; the chairman of the Arp award committee, R. C. Aldridge, Aldridge Nursery, Von Ormy, and Steve Dodd, Cabell's Greenhouse & Garden Center, Dallas, and Don West, Garden Center Supply, Dallas, chairman and cochairman, respectively, of the 1960 convention's executive committee; both men received special citation certificates for their work on the convention.

Following the introductions, Vice-  
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## A. A. N. LANDSCAPE AWARD MADE AT DALLAS, TEX.



Henry Lambert, vice-president of the Lambert Landscaping Co., Dallas, Tex., at left, receiving an award of the American Association of Nurserymen for landscaping the office grounds of the Southwest Automotive Corp., at Love field, Dallas, Tex. L. J. Hilscher, Fort Worth, Tex., newly elected president of the Texas Association of Nurserymen, looks on at right as Clark Kidd, Arp Nursery Co., Tyler, Tex., region V director of the A. A. N., presents the plaque.



# Texas Convention Features Panel On Problems in a Garden Center

By Donald Kaupert



Panel that appeared on garden center program during the annual convention of the Texas Association of Nurserymen. Seated, left to right, Charles Crum, John J. Pinney and M. M. (Doc) Thompson; standing, Steve Driftmeir, Bill Biggs and Jack Wilson.

Of special interest at the annual Texas Association of Nurserymen's convention held August 14 to 17 at Dallas, as reported on another page, was the garden center program presented Tuesday morning, August 16. Program chairman for this feature, Don West, Garden Center Supply Co., Dallas, introduced the special speaker, Charles Crum, Rosedale Garden Centers, Monrovia, Calif. Mr. Crum spoke on the subject "Complacency vs. Merchandising," after announcing greetings from the California Association of Nurserymen. A full report of his talk will appear in a later issue of the American Nurseryman.

## Current Problems Panel

A panel discussion, titled "Current Problems on Garden Center Operations," followed Mr. Crum's address. The panel was composed of J. J. Pinney, Willis Nursery Co., Ottawa, Kan., moderator, and guest panelists, Steve Driftmeir, Wilmore Nurseries, Denver, Colo.; Bill Biggs, Ozark Nursery Co., Tahlequah, Okla.; Jack Wilson, Art Studio, Austin, Tex.; M. M. (Doc) Thompson, Corona Clipper Co., Corona, Calif., and Mr. Crum.

Mr. Pinney opened the discussion by stating that the development of the garden center is the greatest single change in the nursery industry since World War II. It is only about 15 years since the concept of the garden center has come to the fore, but since that time, its astronomical growth has gained for it a place as an integral part of the over-all industry picture. Mr. Pinney stated further that nurserymen are traditionally conservative, but the interest shown in the garden-center program as evidenced by the attendance

at this meeting points up the eager acceptance of the potentialities offered in garden centers and sales of garden supplies.

After Mr. Pinney's introduction, each member of the panel spoke briefly on a different aspect of garden center operations. The first panel member to speak was Steve Driftmeir, who talked on financing.

Mr. Driftmeir prefaced his remarks with an invitation to the Texas nurserymen to attend the A. A. N. convention at Denver in 1962. He then went on to say that one of the best ways to increase sales is to establish a system of credit financing. He told the nurserymen that their competitors are offering credit and are thus obtaining a larger share of the consumer's dollar. By using the word "competitors" Mr. Driftmeir was not only referring to nursery competitors, but to all lines which compete for the consumer's dollar, including appliance manufacturers and luxury-item manufacturers. By offering a system of credit plans, one can make it much easier for the customer to do business with you, Mr. Driftmeir said. He may logically double the size of his purchases if he has access to an easy-credit plan.

## Credit Plans

Mr. Driftmeir then briefly mentioned several types of credit plans which may be used. Two that are easily handled and for which there should be no charges are the 30-day open charge account and the 90-day account with a down payment and one payment a month for three months. The revolving charge account was next mentioned. This involves the setting of the maximum balance above which the customer

cannot go. There is usually a service charge for this type of account, as it requires considerable paper work. FHA title I and bank home improvement loans were next cited. In both of these cases the contract is sold to the bank at a discount rate and the bank collects from the customer. A new credit plan is the national credit card system. After an account is started on this system, the credit card company pays the seller and then collects from the customer. The last three systems mentioned are seldom used by nurserymen unless they are large-scale operators.

Next, Mr. Biggs was asked to speak on pricing. He simply said that pricing is an important factor of the nursery business and asked for questions from the floor on this subject when the discussion was open to them.

## Advertising

The rostrum was then turned over to Mr. Wilson, who spoke on advertising. He said that advertising is no cure-all for lagging sales. A product that will not sell without advertising more than likely will not sell with the use of advertising. In order for advertising to be effective, the development of a consistent program is required. He added that the main function of advertising is to reinforce the work of the salesman, not to close sales. Advertising is merely a tool of marketing, it must be co-ordinated with other marketing tools in order to be effective.

One of the common errors made by small advertisers is that they do not spread their shots. They attack their markets in peak seasons with heavy advertising and then neglect it throughout the rest of the year, won-

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# Shade Tree Conference at Boston

Varied Papers Heard on Planting and Maintenance of Shade Trees

By Noel Wysong

The National Shade Tree Conference met for its 36th annual convention August 14 to 19 at the Statler-Hilton hotel, Boston, Mass. The 5-day meeting was attended by 709 registered members and guests. They came from all parts of the United States and Canada, representing commercial tree service companies, nurseries, city park and forestry departments, public utility companies, plant research agencies and science departments of educational institutions.

## Program Highlights

The formal papers presented on the educational program covered a wide range of problems relative to the planting and maintenance of shade trees, and every session was well attended. Equally interesting to convention delegates were the educational exhibits and the display and demonstration of tools, supplies and powered equipment presented by dealers and manufacturers of items used in various types of arboricultural work.

Though notably an organization that stresses business rather than social activities at its conventions, the conference included in its program a banquet, with entertainment and dancing, and tours throughout historic Boston for the ladies. A special program for the youths and teenagers included trips to historic landmarks of the Boston area, the Boston zoo, the Public Gardens and rides on swan boats, tickets

to the Walt Disney picture, "Johnny Tremain," and a punch party.

## Election

At the business session officers of the conference for the coming year were elected as follows: President, J. C. Carter, department of botany and plant pathology, Illinois State Natural History Survey, Urbana, Ill., and vice-president, Hackett Wilson, Wilson Tree Co., Shelby, N. C. Retained as secretary-treasurer and editor, respectively, were L. C. Chadwick, department of horticulture, Ohio State University, Columbus, O., and Paul E. Tilford, executive secretary of the National Arborist Association, Wooster, O.

Richard J. Campana, of the department of plant pathology, University of Maine, Orono, was re-elected to a 3-year term as chairman of the nomenclature and standards committee. Hold-overs on this committee are Joseph Dieterich, park superintendent, Greenwich, Conn., and John W. Neill, University of British Columbia, Vancouver, B. C.

Elected to the membership committee and representing regions I and IV, respectively, were Leslie V. Herbert, South Weymouth, Mass., and W. P. Lamphear, of the Forest City Tree Protection Co., South Euclid, O. Elected to the executive committee for a 3-year term from regions V and VII, respectively, were Noel B. Wysong, River Forest, Ill., and A. G. Sellers, of Cedarvale Tree Experts, Ltd., Toronto, Ont., Canada.

## New Soil Project

Several of the committee reports contained items of special interest and recommendations for action which were approved by vote of the membership. A new research project on "Soil Aeration and Tree Growth" will be conducted at Duke University, sponsored and financed by the memorial research fund committee of the National Shade Tree Conference. It is expected that selection of an undergraduate student who is interested in this phase of arboriculture will be made shortly and the project started within the coming year. The project will lead to an advanced academic degree for the qualifying student.

Action was taken to permit chang-

ing the name of the organization from National Shade Tree Conference to International Shade Tree Conference. It was stated that this change in the name was justified and needed because of constantly increasing membership in Canada and, to a lesser extent, in other countries. It was pointed out that changing the name of the organization will necessitate certain changes in the constitution and bylaws which may be made at the next annual meeting of the conference.

The convention was formally declared in session at 10:30 o'clock Monday morning by President J. C. Kenealy, Ardmore, Pa. The delegates were welcomed to the city in a brief address given by Elmer C. Foster, director of the citizens' relations department, mayor's office, Boston, in which the program of tree planting as a cooperative undertaking was reviewed.

## Career Opportunities Cited

The first paper on the educational program was presented by Ray R. Hirt, of the State University college of forestry, Syracuse, N. Y., on the subject, "Opportunities in Arboriculture." Defining arboriculture as "the cultivation and scientific care of ornamental and woody plants," Dr. Hirt emphasized that it is a diversified field in which there is opportunity for many classes of workers.

The fields of arboricultural work, he said, include scientific plant re-

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Dr. L. C. Chadwick



Dr. J. C. Carter



Participants in the third management conference sponsored by the American Association of Nurserymen and Syracuse University at the Sagamore conference center in the Adirondack mountains of New York, August 21 to 26.

## Management Conference in the East

*By Fred H. Kilner*

It was plainly evident from the opening session of the third annual management conference sponsored by the American Association of Nurserymen in cooperation with Syracuse University that the 55 nurserymen in attendance came with a keen desire for learning and a willingness to share their business experiences with each other in order to obtain new ideas. The conference was held at Sagamore, near Raquette Lake, N. Y., August 21 to 26.

After spending five days of concentrated study at the scenic conference center, the nurserymen all agreed that it was a most fruitful week and that they had obtained many good ideas to put to use in their business operations. In this relaxed atmosphere in the Adirondack mountains, the nurserymen who came from 21 states were able to draw upon the knowledge of leading college professors in the fields of accounting, finance, personnel and marketing. The subjects were pre-

sented in an interesting manner which afforded all the opportunity to understand the details presented.

Gathering Sunday night at the conference center, the nurserymen received a briefing session from Robert L. Smith, chairman, department of marketing at Syracuse University and director of the nurserymen's course. He explained that this would be the third annual management conference of this sort for nurserymen and he felt that conferences such as this are one of the real benefits of belonging to the American Association of Nurserymen.

Continuing, he explained some of the history of the conference center. Sagamore, he related, used to be part of the Alfred G. Vanderbilt estate, being built as a fishing lodge by William West Durant in 1895. It was sold to Mr. Vanderbilt in 1901, and additional guest cottages were built by his three children. Located on 1,300 acres of forest land sur-

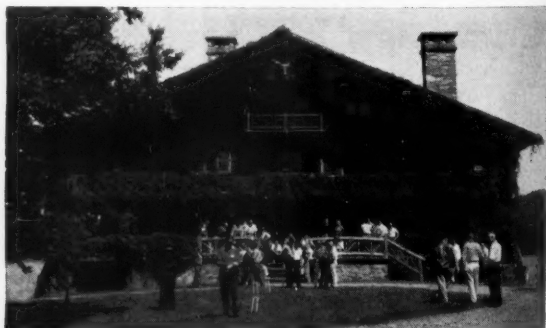
rounding a 200-acre lake, the Swiss chalet type buildings can accommodate a group of 92 persons. In 1954, the widow of Alfred Vanderbilt gave the land and buildings to Syracuse University, located 121 miles to the south, to use as a conference center. Opening in May and closing in November, the center stages conferences for 25 to 30 groups each year.

### Day's Program

The nurserymen's management course followed a set pattern. Breakfast at 7:30 a. m. each day was followed by a lecture from one of the professors at 8:30 a. m. At 10 a. m., a 15-minute coffee break occurred, with the lecture continuing until noon.

After lunch, the nurserymen split into two groups to hold a "buzz session," one meeting in the main lodge and the other gathering on the porch of the Wigwam cottage. Here the

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Popular features of the A. A. N. management conference at Sagamore were the "buzz sessions" held each afternoon in the main lodge, shown at right. At left is shown a "buzz session" in progress.



Participants in the management conference sponsored by the American Association of Nurserymen and the University of California at Lake Arrowhead, Calif.

## First Western Management Conference

By Richard B. Kilner

The first American Association of Nurserymen management conference held in the west, with the University of California as co-sponsor, was unanimously lauded as an outstanding success by the 41 participating "students" from the nursery industry.

Meeting August 21 to 26 at mile-high, beautiful Lake Arrowhead in southern California, the group examined basic business principles and their application to the various phases of the nursery industry through lectures, discussions, case problems and "buzz sessions."

A noteworthy, and praiseworthy, feature of the attending group was the openness which soon developed when it became apparent that the value of finding solutions for fundamental questions far outweighed minor concerns of divulging private information.

In fact, it was the well-received

suggestion from the nurserymen themselves that next year they submit specific information from their own operations, such as balance sheets and income statements, in order to gain helpful information for themselves and to assist the instructors in their preparation of lectures and case problems. In this stimulating give-and-take atmosphere, everyone felt a real gain in knowledge of business principles and also in specific ideas for improving his own business.

Conference coordinator Patrick Williams, of the University of California, Los Angeles, convened the group Sunday evening and adjourned it the following Friday noon with a dynamic presentation on organization that was voted an outstanding phase of the entire meeting. The difficulty of bringing this session to a close prompted requests to de-

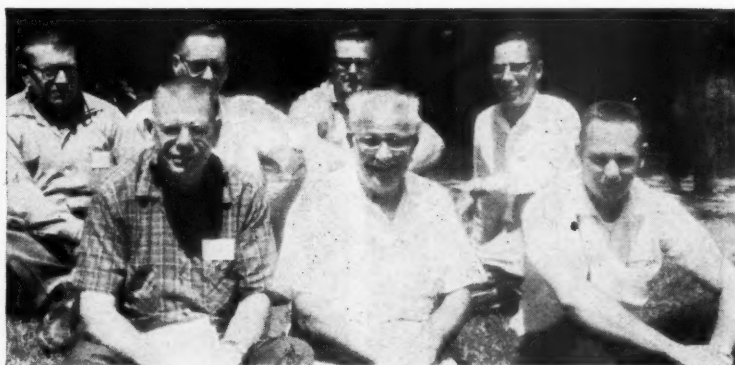
vote more time to this area next year.

Mr. Williams' presentation was typical of the high quality of the instruction from the University of California faculty. Technical information was made clear with examples; dry material came to life through humor; elusive concepts were crystallized by involving the audience in role-playing, and resistance to new ideas was challenged with piercing comments which sometimes hurt because they were all too true.

### Subjects Covered

The conference concentrated on the fields of accounting, finance, personnel management and marketing. Articles in forthcoming issues will deal with specific principles and ideas developed at these sessions. In addition to the educational discus-

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The Lake Arrowhead conferees took time between sessions to renew acquaintances and compare notes on the nursery business. Shown at left are (left to right) Willis Stribling, Merced; Harold Prickett, Santa Rosa, and Matt Mulholand, Walnut Creek, all of California. In the front row at right (left to right) are Walter Borchers, San Jose, Calif.; E. P. Dering, Scappoose, Ore., and Eugene Corey, Ontario, Calif.; behind them (in the same order) are Walter Ritter, Spokane, Wash.; Edward Webb, San Jose, Calif.; Frank Tomlinson, Brea, Calif., and J. Stanley Nuffer, Troutdale, Ore.





Illustration A—Cactus may seem like a strange plant for a planter, but it has its place if well selected.



Illustration B—Odd wood forms or driftwood could become important parts of a planter—with the right plants.



Illustration C—Various forms of *Juniperus horizontalis* lend themselves for directional purposes or draping.

### *Tips for Better Landscapes*

## Selecting Stock for Planters — Part IV

By Clarence E. Lewis

Department of Horticulture, Michigan State University, East Lansing, Mich.

It is not always necessary to stick to conventional plantings and repeat the plant combinations that are most commonly seen. Certainly something different can be utilized, if it fits the surroundings.

The arid aspect, or the idea of combining such plants as cactus (illustration A) in a planter, perhaps with odd forms of driftwood, would make a good solution. This thought occurred to me when I saw the unusual shape shown in illustration B. The shape is all that remains of a tupelo found within a stone's throw (maybe a couple of throws) of the Atlantic ocean. There are many wierd twists and turns to be found in plants that remain after growing

processes have decided to call it quits.

The soil topping in the planter need not be lush, wet peat moss, but could be stone chips, with maybe a large stone thrown in, with a blue form of *Juniperus horizontalis* draped over it (illustration C). Stones such as this make a good contrast, and the juniper can give a directional hint and take the viewer's interest to another area in the planter.

Too many times planters are nothing more than a box full of plants, with no thought involved except to fill the allotted area. When one uses fewer plants and more contrast, with good composition, the resulting impression lasts longer with viewers.

The lone Mugho pine (illustration D) need not seem alone as long as there is something of comparable form, like a boulder, nearby. The plant can be entered as a competitor with the surroundings or it can be a happy part of the composition. Surroundings might well include cacti; stone chips; possibly a background of natural wood, on which may be a loosely trained vine, and maybe even some well-arranged driftwood. The least costly may be the most attractive design. Yucca and maybe the century plant (in the right area) should be considered.

If good composition is in evidence and the planting is intended for the enjoyment of those who pass; then



Illustration D—The Mugho pine even as an individual plant can easily be adjusted for use in planters.



Illustration E—The Mugho pine in this case is not out of place with the boulders or the natural wood fence.



Illustration F—Sargent juniper is a little more rugged appearing than the species, *horizontalis*, but useful.





Illustration G—The globe form of red cedar (*J. virginiana Globosa*) is informal enough for any situation.



Illustration H—The Gregory spruce is an interesting selection for areas where few or no other plants are needed.



Illustration I—The Swiss Stone pine can be kept small for many years (30 to 50) and used where space is limited.

the planter should be at a low enough level to be easily seen. A boxy planter is not the place for such. It may be at ground level and as simple as in illustration E.

Several junipers come to mind when one thinks of them for planters. *Juniper horizontalis* was mentioned in a previous issue, and it is a good nomination, with its many variations. Other low-growing forms that should be considered are the Sargent juniper (*Juniperus chinensis Sargentii*) (illustration F); the variations of Pfitzer juniper, like *J. chinensis Pfitzeriana Compactum* and *J. chinensis Pfitzeriana Nana*, and the shore juniper (*J. conferta*).

A low-growing, but not well-known spreading juniper is the Japanese garden juniper (*J. procumbens*). It has stiffer growth and heavier stems than the various *J. horizontalis* forms and responds well to dry summers, but not to arid ones. The growth is not of the creeper type, but seems to follow the soil surface, trailing over any low obstruction such as a boulder. It is in no way like *Juniperus horizontalis*, since its leaves are gray green and often needlelike. It also has a coarse appearance with its thicker stem and herringbone structure. It is not readily available in the trade, probably because of its affording a limited source for vegetative propagation.

#### Companion Forms

The globe form of red cedar (*J. virginiana Globosa*), shown in illustration G, even though of a different shape, becomes a suitable companion for some of the junipers with more lateral habit or it can be used as a single plant.

Some of the variations of Norway spruce (*Picea abies*) are well grouped with junipers or other generic groups. The Gregory spruce in illustration H is not advised for every planter or even for many landscape plantings,

because of its unusual form and unavailability. This is the type of plant that may be used as the star of the show when it is placed as the only plant, as is the Mugho pine shown in illustration E.

This Gregory spruce (*Picea abies Gregoryana*) is not a plant to be planted and then forgotten. There is the tendency for it to revert to the vigorous-growing species, and when such a stem appears, it must immediately be removed by cutting close to the main stem. If left in for two or three years it is difficult to eliminate without leaving a large gap in the plant.

Other varying forms of Norway spruce that deserve being considered for planters are the nest spruce (*P. abies Nidiformis*), procumbent spruce (*P. abies Procumbens*) and the weeping spruce (*P. abies Pendula*).

These spruces not only tend to revert to species activity, but must be controlled for red spider, spruce gall and other difficulties. I suppose somewhat the same might be said about the junipers, and this is particularly true where the summers

are warm and dry in areas milder than Michigan, and sometimes there, too.

Pines, other than Mugho, can be used in planters, as was mentioned in the July 15 issue. The Swiss stone pine (*Pinus cembra*), shown in illustration I, is another possibility and can be kept compact for many years. It makes an interesting contrast with the harsher-appearing Mugho pine and even the junipers.

#### Plants with Height

If planters are broad enough to accommodate plants with greater eventual height, then it is necessary to make selections that are slow growing or can be kept small with the proper pruning or annual pinching out of end buds. A scraggly scrub pine (*Pinus banksiana*) may be just the form for a simple planter that does not need any variety of plants.

Other pines are the Japanese white pine (and its blue variety), with the distinct lateral growth which can be trained into various forms, depending on what is needed; the Scots

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Illustration J—Boulders can be integral parts of a planter, as in this combination of plants and boulders.



Illustration K—Sometimes planters and plants are merely a collection of both, with no justifiable purpose.

## West Virginians Hold Election at Summer Meeting

By Norman H. Cole, Jr.

In an election of officers that was part of the program of the annual summer meeting of the West Virginia Nurserymen's Association held August 3 to 5 in the Hotel Governor Cabel, Huntington, W. Va., an election of officers resulted in the naming of John Wyant, John Dieckmann & Sons, Wheeling, as president. Cecil Broom, Green Tree Garden Center, St. Albans, was elected vice-president, and Waldo F. Craig, state department of agriculture, Charleston, secretary-treasurer. In addition to Past President Ernest Zimmerman, Lavalette Landscape Nursery, Huntington, President Wyant named Atlee Conner, Conner & Amos, Charleston; Ellsworth Black, Wheeling and William Cline to the executive committee.

It was decided to hold the annual winter meeting at Morgantown, in conjunction with a nurserymen's short course at the West Virginia University, which it is hoped can be made an annual event. The summer



Newly elected officers of the West Virginia Nurserymen's Association elected recently at Huntington, W. Va. Left to right, Waldo Craig, secretary-treasurer; John Wyant, president, and Cecil Broom, vice-president, with Roy Johnson, convention speaker.

meetings next year will be held at Bluefield, the dates to be determined later.

Members and guests who arrived Wednesday afternoon, August 3, had opportunity to renew old friendships and make new acquaintances. Late Wednesday evening, the group viewed slides of previous meetings, which drew much interest. The slides were supplied by Ellsworth Black.

Thursday, the program was opened by President Ernest Zimmerman, who provided an interesting re-

port of a management conference of the American Association of Nurserymen at Sagamore, N. Y. Reports were also heard from the auditing committee and the membership committee and from Norman H. Cole, Jr., Cole Nurseries, Bluefield, A. A. N. delegate.

Roy Johnson reviewed the field of weed control, elaborated on some of the new products and discussed, with slides, his recent experiments using Amazine, manufactured by his firm.

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### BONSAI SHOW POPULAR

Thousands of plant lovers from all over Chicagoland were thrilled with the first midwest bonsai show, staged at Dundee, Ill., August 19 to 21 under the sponsorship of the D. Hill Nursery Co., Dundee.

Highlights of the show were the private collections on display. The grand prize winner was a plant owned by Mrs. John R. Nicholson, Glencoe, Ill., a 15-year-old parviflora pine. Mrs. Nicholson, one of the largest collectors in the area, carried away several prize ribbons. Other outstanding blue ribbon winners were Capt. John A. Dorman, Rockford, Ill., with a 10-year-old Japanese holly; Mrs. William Lewis, Elmhurst, Ill., with a 9-year-old jack pine; Prof. Arthur Peets, Hollywood, Ill., with a 7-year-old dwarf Japanese yew, and R. W. Hempel, Flossmoor, Ill., with an 8-year-old black pine.

A rare treat for the public was the first appearance of Kaneji Domoto, nationally famous bonsai expert and landscape designer from New Rochelle, N. Y., who demonstrated bonsai culture during the 3-day show.

Mr. Domoto is well known for his New York World's Fair Japanese gardens.

A permanent exhibit finished for the occasion at the nursery was a Japanese garden, designed by George Kay, a landscape architect employed by the D. Hill Nursery Co. This new garden is said to be one of the most

artistic Oriental gardens in the country.

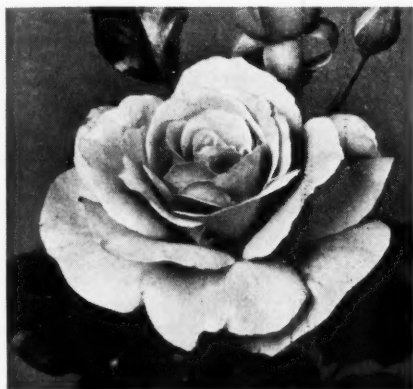
Special praise at the show was paid to the Arthur Hill collection, the parent stock for many of the dwarf bonsai plants in this country. These rare priceless plants were not in the competition and were viewed by the public for the first time.



Left to right, Jack Hill and Arthur Hill, of the D. Hill Nursery Co., Dundee, Ill., sponsor of the first midwest bonsai show, held at Dundee August 19 to 21, and Kaneji Domoto, bonsai expert and landscape designer, New Rochelle, N. Y., who demonstrated bonsai culture at the show.

# Feature Rosedom's Royal Family

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Size	Height	Top Diam.	Nearest Clay Pot	No. in Carton	WEIGHT Per 1000	F.O.B. Kansas City		Cloverset Pot Prices
						Per 100	Per 1000	
No. 0	5½ ins.	5 ins.	6 ins.	200	210 lbs.	\$4.25	\$40.00	F.O.B. Kansas City.
No. 1	6½ ins.	6 ins.	7 ins.	100	340 lbs.	5.25	50.00	
No. 2	9½ ins.	7 ins.	8 ins.	100	535 lbs.	5.75	55.00	
No. 3	9 ins.	8 ins.	9 ins.	100	600 lbs.	6.25	60.00	
No. 4	13 ins.	12 ins.	....	25	Per 100 133 lbs.	25 pots, \$7.70; 50 pots, \$14.60; 75, \$21.75; 100, \$26.15; 1000, \$231.00.		

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☐ I enclose 50c; send sample set of Cloverset pots (limit, one set).

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- 1 Lasts a full year or more in sales frame.
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- 3 Has adequate bottom opening for good drainage without waterlogging; no gravel necessary.
- 4 Rests on wide bottom; no blowing over in the frames.
- 5 Available in sizes to accommodate stock of any salable size.
- 6 Is neat and uniform in appearance, an asset to the sales area.
- 7 Tough enough to permit easy handling in potting shed and frame.
- 8 Easy for customers to remove—at once, a week later or even a month after they take stock home.
- 9 Lightweight (but with all these qualities) to save on freight costs.
- 10 . . . and sufficiently low priced so that it may be given away with the plant.

## COMING EVENTS

### MEETING CALENDAR

September 15 to 16—Alabama nurserymen and landscape gardeners, short course, Ornamental Horticulture Greenhouses and Duncan Hall, Auburn University, Auburn, Ala.

September 15 to 17—Louisiana Association of Nurserymen, Inc., annual convention, Blackham Coliseum, Southern Louisiana Institute, Lafayette, La.

September 19 to 21—Indian summer session for northwest nurserymen, Gearhart hotel, Gearhart, Ore.

September 20 to 22—California Association of Nurserymen, annual convention, Yosemite, Calif.

October 2 to 4—Oklahoma State Nurserymen's Association, annual convention, Lake Texoma Lodge, Kingston, Okla.

October 14 to 16—Western states plant propagators, organization meeting and program, Asilomar, Calif.

October 15 and 16—Florida Nurserymen and Growers Association, annual trade meet, Florida Citrus building and Haven hotel, headquarters, Winter Haven, Fla.

November 10 to 12—American Horticultural Society, 15th annual congress, Huntington-Sheraton hotel, Pasadena, Calif.

### HORTICULTURE MEET SET

"The Pacific Coast's Contributions to Horticulture" was chosen as the theme for the 15th annual American Horticultural Congress to be held November 10 to 12, according to George Spalding, superintendent of the Los Angeles State and County Arboretum, general chairman of the meeting. Headquarters will be the Huntington-Sheraton hotel, Pasadena, Calif.

A preconvention tour of Disneyland is scheduled for November 9 on advance reservation. The board of directors will also meet prior to the general sessions.

Speakers at the morning session November 10 will include Howard S. Bodger, Bodger Seeds, Ltd.; Douglas G. Thompson, president of the Pacific Camellia Society, and Philip E. Chandler, horticultural consultant. "Coastal Gardens—Roots in Mexico and the Orient," by Peggy Sullivan, landscape architect, will be presented at the luncheon. After tours of the Huntington Botanical Gardens, the day's program will be concluded with the president's dinner, at which Dr. G. W. Beadle, Nobel laureate and dean of faculty, California Institute of Technology, will speak.

The group will spend November 11 at the Los Angeles State and County Arboretum, where they will [Continued on page 22]



# FINISHED STOCK Continued

	Each 25 or more		Each 25 or more		Each 25 or more
<i>Acer palmatum atropurpureum</i>		<i>Crape Myrtle, Wm. Toovey</i>		<i>Magnolia soulangiana</i>	
seedlings (Japanese Red-Leaved Maple)		18 to 24 ins., B&B	\$0.90	2 to 3 ft., B&B	\$1.75
12 to 18 ins., B&B	\$1.00	2 to 3 ft., B&B	1.00	3 to 4 ft., B&B	2.25
18 to 24 ins., B&B	1.50			4 to 5 ft., B&B	2.75
2 to 3 ft., B&B	1.75			5 to 6 ft., B&B	3.25
<i>Barberry, Red-Leaved</i>		<i>Cydonia japonica</i>		<i>Magnolia soulangiana nigra</i>	
12 to 18 ins., B&B	1.00	18 to 24 ins., B&B	.90	18 to 24 ins., B&B	1.25
18 to 24 ins., B&B	1.25	2 to 3 ft., B&B	1.00	2 to 3 ft., B&B	1.50
<i>Cornus florida</i>		(Deduct 50% if wanted B.R.)		<i>Magnolia stellata</i>	
2 to 3 ft., B&B	1.00	<i>Hypericum patulum</i> (St.-John's-wort		15 to 18 ins., B&B	1.25
3 to 4 ft., B&B	1.40	or sundrops)		18 to 24 ins., B&B	1.50
4 to 5 ft., B&B	2.00	18 to 24 ins., B&B	1.00	2 to 3 ft., B&B	2.25
5 to 6 ft., B&B	2.75	2 to 3 ft., B&B	1.25	3 to 4 ft., B&B	2.50
<i>Cornus florida rubra</i>		(Deduct 50% if wanted B.R.)		<i>Spiraea reevesiana flore-pleno</i>	
18 to 24 ins., B&B	1.25	<i>Lonicera, Flaming Beauty</i>		3 to 4 ft., B&B	1.00
2 to 3 ft., B&B	1.50	12 to 18 ins., B&B	.85	4 to 5 ft., B&B	1.25
3 to 4 ft., B&B	2.50	18 to 24 ins., B&B	1.00		

# LINING-OUT STOCK

	Each Per 100	Each Per 1000		Each Per 100	Each Per 1000
<i>Abelia grandiflora</i>			<i>Ligustrum japonicum</i>		
2 1/4-in. pots	\$0.15	\$0.14	2 1/4-in. pots	\$0.11	\$0.10
2 1/2-in. pots	.16	.15	<i>Ligustrum lucidum compactum</i>		
<i>Berberis julianae</i>			2 1/4-in. pots	.16	.15
2 1/4-in. pots	.17	.16	Strong rooted cuttings	.08	.07
2 1/2-in. pots	.18	.17	<i>Ligustrum texanum</i>		
<i>Buxus japonica</i>			2 1/4-in. pots	.16	.15
2 1/4-in. pots, heavy	.11	.10	<i>Magnolia grandiflora</i>		
2 1/2-in. pots, heavy	.12	.11	2 1/4-in. pots	.14	.13
<i>Cleyera japonica</i> (Ternstroemia)			2 1/2-in. pots	.15	.14
2 1/4-in. pots, 1-yr.	.16	.15	3x4 ins., bed-grown seedlings	.06	.05
2 1/2-in. pots, 2-yr.	.18	.17	<i>Nandina domestica</i>		
<i>Cleyera ochnacea</i>			2 1/4-in. pots	.11	.10
2 1/4-in. pots	.17	.16	2 1/2-in. pots	.13	.12
2 1/2-in. pots	.19	.18	3-in. pots	.16	.15
3-in. pots	.21	.20	2x4 ins., bed-grown seedlings	.01 1/2	.01
<i>Elaeagnus fruticand</i>			<i>Osmanthus fortunei</i>		
2 1/4-in. pots	.13	.12	2 1/2-in. pots	.18	.17
2 1/2-in. pots	.15	.14	<i>Photinia denatatum</i>		
<i>Euonymus microphyllus pulchellus</i>			2 1/4-in. pots	.15	.14
2 1/4-in. pots	.16	.15	2 1/2-in. pots	.16	.15
<i>Euonymus radicans erectus</i>			<i>Photinia glabra</i>		
2 1/4-in. pots	.10	.09	2 1/4-in. pots	.17	.16
<i>Hedera helix</i> (English Ivy)			2 1/2-in. pots	.18	.17
2 1/4-in. pots	.13	.12	<i>Photinia serrulata</i>		
2 1/2-in. pots	.16	.15	2 1/4-in. pots	.16	.15
<i>Gardenia fortunei</i>			4x6 ins., bed-grown,		
2 1/4-in. pots	.16	.15	seedlings	.04	.03
<i>Ilex cornuta burfordi</i>			6x8 ins., bed-grown,		
2 1/4-in. pots	.13	.12	seedlings	.06	.05
2 1/2-in. pots	.15	.14	8x12 ins., bed-grown,		
3-in. pots	.19	.18	seedlings	.08	.07
3 1/2-in. pots	.21	.20	<i>Pittosporum tobira</i>		
<i>Ilex cornuta femina</i>			2 1/4-in. pots	.11	.10
2 1/4-in. pots	.13	.12	<i>Pyracantha belli</i>		
2 1/2-in. pots	.15	.14	2 1/4-in. pots	.19	.17
<i>Ilex cornuta, male</i>			2 1/2-in. pots	.20	.18
2 1/4-in. pots	.16	.15	<i>Pyracantha lalandi</i>		
<i>Ilex crenata repandens</i>			2 1/4-in. pots	.12	.10
<i>Ilex crenata buxifolia</i>			2 1/2-in. pots	.15	.14
2 1/4-in. pots	.13	.12	Strong rooted cuttings	.07	.06
2 1/2-in. pots	.15	.14	<i>Pyracantha formosana</i>		
<i>Ilex crenata convexa bullata</i>			<i>Pyracantha yunnanensis</i>		
<i>Ilex crenata hetzi</i>			2 1/4-in. pots	.16	.15
2 1/4-in. pots	.14	.13	<i>Viburnum tinus</i>		
2 1/2-in. pots	.15	.14	2 1/2-in. pots	.10	.09
4x6 ins., beds, well-br.	.14	.13	<i>Acer palmatum atropurpureum,</i>		
6x8 ins., beds, well-br.	.15	.14	seedlings		
8x12 ins., beds, well-br.	.17	.16	2 1/4-in. pots	.21	.20
<i>Ilex crenata rotundifolia</i>			4x6 ins., bed-grown	.13	.12
2 1/2-in. pots	.15	.14	6x8 ins., bed-grown	.16	.15
6x8 ins., bed-grown, well-br.	.12	.11	<i>Barberry, Red-leaved</i>		
well-br.	.16	.15	2 1/4-in. pots	.11	.10
8x12 ins., field-grown,			2 1/2-in. pots	.13	.12
well-br.	.18	.17	<i>Cornus florida</i>		
<i>Ilex crenata, seedlings</i>			2 1/4-in. pots	.09	.08
2-in. pots	.10	.09	6x8 ins., bed-grown seedlings	.04	.03
2 1/4-in. pots	.12	.11	<i>Crape Myrtle, Wm. Toovey</i>		
3x4 ins., bed-grown	.08	.06	2 1/4-in. pots	.17	.16
<i>Ilex opaca East Palatka</i>			<i>Magnolia soulangiana</i>		
2 1/4-in. pots	.13	.12	2 1/4-in. pots	.21	.20
2 1/2-in. pots	.14	.13	3-in. pots	.26	.25
<i>Ilex opaca femina</i>			<i>Sweet Gum</i> (Liquidambar)		
2 1/2-in. pots	.18	.17	6x8 ins., bed-grown,		
<i>Ilex opaca Howard</i>			seedlings	.06	.05
2 1/2-in. pots	.14	.13	8x12 ins., bed-grown,		
<i>Ilex vomitoria, dwarf</i>			seedlings	.07	.06
2 1/4-in. pots	.18	.17	<i>Slash Pine</i> (Pinus caribaea)		
<i>Jasminum floridum</i>			12x18 ins., bed-grown,		
2 1/4-in. pots	.10	.09	seedlings	.06	.05
<i>Laurel, Cherry</i>			18x24 ins., bed-grown,		
2 1/4-in. pots	.14	.13	seedlings	.07	.06
2 1/2-in. pots	.15	.14			

Varieties marked by (\*\*) double asterisk available in 2 1/4-in. pots only.)

SPECIAL NOTICE: Items marked by (\*) asterisk will be available for delivery spring of 1961. All items not so marked are ready for immediate or later shipment to suit customer's requirements.

Please refer to the September 1 Issue of the American Nurseryman for a listing of our container-grown stock.

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3-yr., 5 to 9 ins. ....	Per 1000
4-yr., 6 to 15 ins. ....	\$25.00
	37.50

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Roses — Shrubs — Fruit Trees — Ornamentals — Vines — Hedge

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hear talks on "The Challenge of Teaching an Applied Program in Horticulture," "The University's Research Contributions to Horticulture" and "Pacific Coast Horticulture—Big Business Today." A tour of the arboretum, a plenary session and the annual banquet are scheduled for the rest of the day.

The program will be concluded November 12 with tours of nurseries in the area.

#### NEW YORKERS' PLANS

The New York State Nurserymen's Association will hold its winter meeting at the Concord hotel, at Kiamesha lake, in the beautiful Catskill mountains, November 29 to December 1. Both nurserymen and trade exhibitors, with their families, will be able to enjoy the facilities of this world-famous resort hotel for a fun-filled, end-of-season vacation combined with an informative business convention.

The facilities of the hotel include an indoor pool; a golf course; solarium; game rooms; skiing and tobogganing, plus outdoor and indoor ice skating; dancing, and big-name Broadway entertainment nightly.

The business side of the convention will feature trade exhibits by horticultural suppliers, plus lectures and seminars in fields related to gardening, according to Edwin W. Kirk, executive secretary of the association, Albany, N. Y.

#### WISCONSIN CHANGE

Ralph Petranek, Brown Deer Nurseries, Milwaukee, Wis., president of the Wisconsin Nurserymen's Association, announces that the W. N. A. will not hold a summer meeting this year but is planning, instead, a second winter meeting in February. To be held at the University of Wisconsin, Madison, the special meeting will be a short course, with the program emphasizing management skills.

#### W.-T. SMITH CORP. SOLD

Daniel P. Quigley has bought the W.-T. Smith Corp. nursery, Geneva, N. Y., it was announced recently.

The company will continue in the wholesale nursery business, according to Mr. Quigley, and in addition will operate as a direct selling retail nursery. Lloyd H. Cochrane, Phelps, will be associated with the company in the direct selling phase of the operation, and Mr. and Mrs. W. A. Rogers will continue in the new organization.

The company was established in

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☐ Importer-Exporter ☐ Mfgs. Agent ☐ Manufacturer ☐ Other  
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# QUALITY LINERS AT REASONABLE PRICES FOR FALL DELIVERY

## Seedlings

	100	1000
<i>Abies concolor</i>		
2-yr., 3 to 6 ins.	\$10.00	\$ 75.00
<i>Acer palmatum</i>		
1-yr., 8 to 10 ins.	6.50	50.00
T. understock	12.00	85.00
<i>Acer pensylvanicum</i>		
1-yr., 8 to 12 ins.	10.00	75.00
<i>Acer platanoides</i>		
1-yr., 8 to 12 ins.	10.00	75.00
<i>Acer rubrum</i>		
2-yr., 2 to 2½ ft.	7.00	60.00
3-yr., T. 2 to 3 ft.	15.00	
<i>Acer saccharum</i>		
1-yr., 8 to 12 ins.	10.00	75.00
<i>Albizia julibrissin</i>		
1-yr., 6 to 10 ins.	6.00	40.00
<i>Amelanchier alnifolia</i>		
1-yr., 6 to 8 ins.	10.00	75.00
<i>Castanea mollissima</i>		
1-yr., 18 to 24 ins.	50.00	
<i>Cercis chinensis</i>		
1-yr., 4 to 8 ins.	7.50	50.00
<i>Cornus florida</i>		
1-yr., 8 to 12 ins.	6.00	50.00
<i>Cornus kousa</i>		
1-yr., 12 to 15 ins.	10.00	75.00
<i>Cornus mas</i>		
1-yr., 8 to 12 ins.	10.00	
<i>Crataegus phaeopyrum</i>		
2-yr., 12 to 18 ins.	7.50	60.00
3-yr., 2½ to 3 ft.	12.00	85.00
<i>Ginkgo biloba</i>		
1-yr., 6 to 8 ins.	15.00	120.00
<i>Helleborus niger</i>		
2-yr.	10.00	75.00
<i>Ilex opaca</i>		
1-yr., 3 to 6 ins.	6.00	50.00
<i>Koeleruteria paniculata</i>		
1-yr., 8 to 10 ins.	10.00	85.00
2-yr., 18 to 24 ins.	20.00	150.00
<i>Laburnum anagyroides</i>		
1-yr., 8 to 12 ins.	10.00	75.00
<i>Magnolia virginiana</i>		
1-yr., 2 to 4 ins.	7.00	50.00
<i>Mahonia aquifolium</i>		
1-yr., 3 to 6 ins.	7.50	50.00
<i>Myrica pensylvanica</i>		
1-yr., 4 to 8 ins.	6.00	50.00
2-yr., T. 8 to 12 ins.	12.00	85.00
<i>Phellodendron amurense</i>		
1-yr., 8 to 12 ins.	7.50	60.00
<i>Photinia villosa</i>		
1-yr., 6 to 12 ins.	7.50	60.00
<i>Picea abies</i>		
2-yr., 8 to 12 ins.	6.00	50.00
3-yr., 8 to 12 ins.	7.50	65.00
4-yr., T.	15.00	100.00
Understock	10.00	85.00
<i>Picea engelmanni</i>		
2-yr., 3 to 6 ins.	6.00	50.00
<i>Picea glauca</i>		
2-yr., 4 to 8 ins.	5.00	40.00
<i>Picea pungens glauca</i>		
2-yr., 4 to 8 ins.	5.00	40.00
3-yr., 8 to 12 ins.	7.50	65.00
3-yr., T. 6 to 10 ins.	12.00	100.00
4-yr., T. 6 to 8 ins.	25.00	200.00
<i>Pinus mughus</i> (True Dwarf Tyrolean)		
2-yr., 3 to 4 ins.	5.00	40.00
<i>Pinus mughus pumilio</i>		
2-yr., 3 to 4 ins.	5.00	40.00
3-yr., 3 to 6 ins.	7.50	60.00
<i>Pinus nigra</i>		
2-yr., 4 to 8 ins.	5.00	40.00
3-yr., 10 to 12 ins.	6.50	50.00
<i>Pinus strobus</i>		
2-yr., 3 to 6 ins.	5.00	40.00
T. understock	10.00	85.00
<i>Pinus sylvestris</i>		
2-yr., 6 to 8 ins.	5.00	40.00
3-yr., T. 6 to 8 ins.	10.00	85.00
<i>Pinus thunbergi</i>		
2-yr., 6 to 10 ins.	6.50	50.00
3-yr., 12 to 15 ins.	8.50	75.00
3-yr., T. 6 to 10 ins.	10.00	85.00
<i>Pseudotsuga taxifolia glauca</i>		
2-yr., 6 to 8 ins.	6.50	50.00
3-yr., 8 to 12 ins.	8.50	75.00
<i>Quercus palustris</i>		
1-yr., 8 to 12 ins.	6.50	50.00
2-yr., 10 to 15 ins.	12.00	100.00
<i>Quercus robur</i>		
2½-in. pots	20.00	

## Seedlings (Continued)

	100	1000
<i>Sophora japonica</i>		
2-yr., 12 to 18 ins.	\$15.00	\$120.00
<i>Sorbus aucuparia</i>		
1-yr., 8 to 12 ins.	7.50	50.00
<i>Taxus capitata</i>		
2-yr., 4 to 8 ins.	10.00	80.00
<i>Thuja occidentalis</i>		
2-yr., 6 to 8 ins.	5.00	40.00
<i>Thuja orientalis</i>		
T. understock	8.50	75.00
<i>Tilia cordata</i>		
1-yr., 10 to 12 ins.	15.00	120.00
<i>Tsuga canadensis</i>		
T. 6 to 10 ins.	20.00	175.00
<i>Viburnum carlesii</i>		
2-yr., 8 to 12 ins.	15.00	120.00

## One-Year Grafts, 2¼-in. Pots

<i>Acer platanoides Fassen's Black</i>	\$ .75
<i>Acer saccharum monumentale</i>	.90
<i>Chamaecyparis obtusa compacta</i>	.65
<i>Chamaecyparis obtusa compacta nana</i>	.65
<i>Chamaecyparis obtusa gracilis</i>	.65
<i>Cornus florida pendula</i>	.75
<i>Cornus kousa chinensis</i>	.65
<i>Cupressus arizonica gareel</i>	.65
<i>Fagus sylvatica riversi</i>	.75
<i>Ilex opaca femina</i> , mixed, 12 to 15 ins.	.65
<i>Juniperus chinensis Maney</i>	.65
<i>Juniperus scopulorum Holmes Silver</i>	.65
<i>Juniperus scopulorum</i> , spreading	.65
<i>Juniperus sinensis blauwi</i>	.75
<i>Juniperus virginiana elegantissima</i>	.65
<i>Juniperus virginiana glauca</i>	.65
<i>Magnolia conspicua</i>	1.00
<i>Quercus robur fastigiata</i>	.75
<i>Sophora japonica pendula</i>	.85
<i>Thuja orientalis elegantissima</i>	.55

## Rooted Cuttings from 2¼-in. Pots

	10	100
<i>Azalea Delaware Valley White</i>	\$3.00	\$20.00
<i>Azalea Paulestrina</i>	3.00	20.00
<i>Azalea Sherwood Red</i>	3.00	20.00
<i>Azalea vaseyi</i>	3.00	20.00
<i>Berberis julianae</i>	3.00	20.00
<i>Berberis thunbergii atropurpurea</i>		
Crimson Pygmy	3.00	20.00
<i>Berberis verruculosa</i>	3.50	25.00
<i>Buxus koreana</i>	3.00	20.00
<i>Buxus sempervirens</i>	3.00	20.00
<i>Chamaecyparis Cyano Viridis</i>	3.00	20.00
<i>Chamaecyparis filifera aurea</i>	3.00	20.00
<i>Chamaecyparis plumosa Gold</i>		
Dust	3.00	20.00
<i>Chamaecyparis plumosa sulphurea</i>	3.00	20.00
<i>Cotoneaster adpressa compacta</i>	3.00	20.00
<i>Cotoneaster adpressa praecox</i>	3.00	20.00
<i>Cotoneaster conspicua decida</i>	3.00	20.00
<i>Cotoneaster conspicua decora</i>	3.00	20.00
<i>Cotoneaster microphylla praecox</i>	3.00	20.00
<i>Euonymus alatus compactus</i>	3.00	20.00
<i>Euonymus carrierei</i>	3.00	20.00
<i>Euonymus vegetus</i>	3.00	20.00
<i>Franklinia alatamaha</i> , 8 to 12 ins.	5.00	40.00
<i>Ilex aquifolium ciliata Major</i>		
12 to 15 ins.	3.00	20.00
<i>Ilex cornuta burfordi</i>	3.00	20.00
<i>Ilex crenata convexa</i>	3.00	20.00
<i>Ilex crenata helleri</i>	3.00	20.00
<i>Ilex crenata hetzi</i>	3.00	20.00
<i>Ilex crenata microphylla</i>	3.00	20.00
<i>Ilex glabra</i>	3.00	20.00
<i>Ilex opaca</i> (in the following named varieties)	5.00	40.00
Arden, 10 to 15 ins. Delia Bradley, 6 to 10 ins. Christmas Tide, 8 to 12 ins. Farage, 10 to 12 ins. Maney, 6 to 10 ins. Clark, 6 to 10 ins. Femina No. 16, 8 to 12 ins. Osa, 6 to 10 ins.		
<i>Ilex opaca mascula</i> , 10 to 12 ins.	5.00	40.00
<i>Juniperus depressa plumosa</i>	3.00	20.00
<i>Juniperus glauca hetzi</i>	3.00	22.50
<i>Juniperus horizontalis Bar Harbor</i>	3.00	20.00
<i>Juniperus horizontalis wilsoni glauca</i>	3.00	20.00

## Rooted Cuttings, 2¼-in. Pots (Continued)

	10	100
<i>Juniperus pfitzeriana</i>	\$3.00	\$22.50
<i>Juniperus pfitzeriana compacta</i>	3.00	22.50
<i>Juniperus pfitzeriana nana</i>	3.00	22.50
<i>Lonicera pileata</i>	3.00	20.00
<i>Magnolia pink alba</i>	4.50	35.00
<i>Magnolia rustica rubra</i>	4.50	35.00
<i>Magnolia soulangiana</i>	4.50	35.00
<i>Magnolia soulangiana nigra</i>	4.50	35.00
<i>Mahonia bealei</i>	3.00	20.00
<i>Oxydendrum arboreum</i>	3.00	20.00
<i>Picea clausbrasiliana</i>	5.00	40.00
<i>Picea nidiformis</i>	5.00	40.00
<i>Pteris japonica</i>	3.00	20.00
<i>Prunus laurocerasus schipkaensis</i>	3.00	20.00
<i>Pyraecantha coccinea lalandi</i>	3.00	20.00
<i>Pyraecantha coccinea Lowboy</i>	3.00	20.00
<i>Pyraecantha coccinea, red</i>	3.00	20.00
<i>Rhododendron wilsoni</i>	5.00	40.00
<i>Sarcococca hookeriana humilis</i>	3.00	20.00

## All Taxus Are Heavy 2-Yr. Pot Plants

	10	100
<i>Taxus baccata repandens</i>	\$3.50	\$25.00
<i>Taxus cuspidata aurea</i>	3.50	25.00
<i>Taxus cuspidata capitata</i>	3.50	25.00
<i>Taxus cuspidata compacta</i>	3.50	25.00
<i>Taxus cuspidata densiformis</i>	3.50	25.00
<i>Taxus cuspidata F. &amp; F. compacta</i>	3.50	25.00
<i>Taxus media</i>	3.50	25.00
<i>Taxus media pyramidalis</i>	3.50	25.00
<i>Taxus media browni</i>	3.50	25.00
<i>Taxus media clifforti</i>	3.50	25.00
<i>Taxus media Halloran</i>	3.50	25.00
<i>Taxus media hatfieldi</i>	3.50	25.00
<i>Taxus media henryi</i>	3.50	25.00
<i>Taxus media hicksii</i>	3.50	25.00
<i>Taxus media Moon's columnaris</i>	3.50	25.00
<i>Taxus media Vermeulen</i>	3.50	25.00
<i>Taxus media wellesleyana</i>	3.50	25.00
<i>Thuja occidentalis globosa</i>	3.00	20.00
Howe type	3.00	20.00
<i>Thuja occidentalis globosa novum</i>	3.00	20.00
<i>Thuja occidentalis, pyramidalis</i>	3.00	20.00
<i>Thuja occidentalis recurva nana</i>	3.00	20.00
<i>Thuja occidentalis reevesi</i>	3.00	20.00
<i>Thuja orientalis aurea nana</i>	3.50	25.00
<i>Thuja orientalis Bonita</i>	3.50	25.00
<i>Thuja orientalis elegantissima</i>	3.50	25.00
<i>Viburnum bitchluense</i>	3.50	25.00

## Well-Rooted Heavy Transplants at Low Cost

	10	100
<i>Azalea mucronulata</i> , 3-yr.	\$3.50	\$30.00
<i>Azalea schlippenbachii</i> , 2-yr.	3.00	25.00
<i>Chamaecyparis filifera aurea</i> , 2-yr.	2.00	15.00
<i>Chamaecyparis plumosa sulphurea</i> , 3-yr., 8 to 10 ins.	2.50	20.00
<i>Ilex convexa</i> , 2-yr.	2.50	20.00
<i>Ilex crenata rotundifolia</i> , 3-yr.	3.00	25.00
<i>Juniperus depressa plumosa</i> , 2-yr.	2.00	15.00
<i>Juniperus pfitzeriana compacta</i> , 2-yr.	2.50	20.00
<i>Taxus cuspidata andersoni</i> , 2-yr.	3.00	25.00
<i>Taxus cuspidata densiformis</i> , 2-yr., heavy	3.50	30.00
<i>Taxus cuspidata F. &amp; F. compacta</i> , 2-yr.	3.00	25.00
<i>Taxus cuspidata hunnewelliana</i> , 2-yr.	3.00	25.00
<i>Taxus media</i> , 2-yr.	3.00	25.00
<i>Taxus media browni</i> , 2-yr.	3.00	25.00
<i>Taxus media clifforti</i> , 2-yr.	3.00	25.00
<i>Taxus media henryi</i> , 3-yr.	3.50	30.00
<i>Taxus media hicksii</i> , 2-yr.	3.00	25.00
<i>Taxus media wardii</i> , 2-yr.	3.00	25.00
<i>Thuja occidentalis globosa novum</i> , 3-yr., 10 to 12 ins.	3.00	25.00
<i>Thuja occidentalis nigra</i> , 2-yr.	2.00	15.00
<i>Thuja occidentalis pyramidalis</i> , 3-yr., 12 to 15 ins.	3.00	25.00
<i>Thuja occidentalis rosenhali</i> , 2-yr.	2.00	15.00

## HESS' NURSERIES P. O. Box No. 128 Wayne, N. J.

1846 by William and Thomas Smith and had been operated by the Smith family up to the present time. Mr. Quigley bought the company from T. Schuyler Smith, a grandson of one of the founders. The office, storage and packing operations are located at Geneva.

Mr. Quigley is a native Genevan and a Hobart College graduate. He

was with the Eastman Kodak Co., Rochester, N. Y.; Peat, Marwick & Mitchell, New York city, and for the past nine years was associated with Maxwell-Bowden-Rice, Inc., Geneva.

He is a past president of the Western New York Nurserymen's Association and a director of the New York State Nurserymen's Association. He is also a director and past

commodore of Seneca Yacht Club, a former city alderman and a member of Geneva Rotary Club.

AWARDED first and second places in the general landscape division of the Santa Barbara horse and flower show this summer was the Tri-Counties chapter of the California Association of Nurserymen.

(continued)

	Each Per 10	Each Per 100		Each Per 10	Each Per 100		Each Per 10	Each Per 100
<b>Abelia grandiflora</b>			<b>Ilex crenata repandens</b>			<b>Lonicer yunnanensis</b>		
2 to 3 ft. ....	\$1.25	\$1.00	12 to 15 ins. ....	\$1.25	\$1.00	15 to 18 ins. ....	\$1.20	\$1.00
<b>Anise (Illicium)</b>			15 to 18 ins. ....	1.50	1.25	18 to 24 ins. ....	1.50	1.25
2 to 3 ft. ....	1.50	1.25	18 to 24 ins. ....	2.00	1.75	<b>Loropetalum chinensis</b>		
3 to 4 ft. ....	2.25	2.00	24 to 30 ins. ....	2.25	2.00	15 to 18 ins. ....	1.15	1.00
<b>Barberry, julianae</b>			<b>Ilex crenata rotundifolia</b>			18 to 24 ins. ....	1.40	1.25
15 to 18 ins. ....	1.75	1.50	12 to 15 ins. ....	1.15	1.00	24 to 30 ins. ....	1.75	1.50
18 to 24 ins. ....	2.25	2.00	15 to 18 ins. ....	1.40	1.25	<b>Magnolia alexandrina</b>		
<b>Borwood, harlandi</b>			18 to 24 ins. ....	1.65	1.50	4 to 5 ft. ....	3.75	3.50
8 to 10 ins. ....	.85	.75	24 to 30 ins. ....	2.25	2.00	<b>Magnolia glauca</b>		
10 to 12 ins. ....	1.15	1.00	30 to 36 ins. ....	3.00	2.75	2 to 3 ft. ....	1.75	1.50
12 to 15 ins. ....	1.40	1.25	3 to 4 ft. ....	4.00	3.50	3 to 4 ft. ....	2.25	2.00
15 to 18 ins. ....	1.65	1.50	<b>Ilex crenata rotundifolia, pyramids</b>			4 to 5 ft. ....	2.75	2.50
<b>Borwood, sempervirens</b>			24 to 30 ins. ....	2.25	2.00	5 to 6 ft. ....	3.50	3.25
12 to 15 ins. ....	1.40	1.25	30 to 36 ins. ....	3.25	3.00	6 to 8 ft. ....	5.50	5.00
15 to 18 ins. ....	2.25	2.00	3 to 4 ft. ....	4.50	4.00	<b>Magnolia grandiflora</b>		
18 to 24 ins. ....	2.75	2.50	<b>Ilex glabra</b>			2 to 3 ft. ....	1.75	1.50
<b>Borwood, welleri</b>			15 to 18 ins. ....	1.20	1.00	3 to 4 ft. ....	2.75	2.50
12 to 15 ins. ....	1.40	1.25	18 to 24 ins. ....	1.75	1.50	4 to 5 ft. ....	3.75	3.50
15 to 18 ins. ....	2.00	1.75	24 to 30 ins. ....	2.75	2.50	5 to 6 ft. ....	5.50	5.00
<b>Camellia sasanqua</b>			30 to 36 ins. ....	2.75	2.50	6 to 8 ft. ....	8.25	7.50
(Usu Beni-Kanishubaki)			<b>Ilex opaca, seedlings</b>			<b>Magnolia rustica rubra</b>		
24 to 30 ins. ....	2.25	2.00	2 to 3 ft. ....	1.75	1.50	4 to 5 ft. ....	3.75	3.50
<b>Cleyera japonica</b>			3 to 4 ft. ....	2.75	2.50	<b>Magnolia soulangiana</b>		
15 to 18 ins. ....	1.20	1.00	4 to 5 ft. ....	3.75	3.50	2 to 3 ft. ....	2.00	1.75
18 to 24 ins. ....	1.75	1.50	5 to 6 ft. ....	5.50	5.00	3 to 4 ft. ....	2.75	2.50
<b>Elaeagnus fruitlandi</b>			<b>Ilex opaca Arden</b>			4 to 5 ft. ....	3.50	3.25
2 to 3 ft. ....	1.25	1.00	2 to 3 ft. ....	2.25	2.00	5 to 6 ft. ....	4.50	4.00
3 to 4 ft. ....	1.75	1.50	<b>Ilex Croonenburg</b>			6 to 8 ft. ....	5.50	5.00
<b>Elaeagnus simoni</b>			2 to 3 ft. ....	2.25	2.00	<b>Magnolia soulangiana nigra</b>		
2 to 3 ft. ....	1.25	1.00	3 to 4 ft. ....	3.25	3.00	3 to 4 ft. ....	2.75	2.50
3 to 4 ft. ....	1.75	1.50	4 to 5 ft. ....	4.25	4.00	<b>Magnolia stellata</b>		
<b>Eunymus alatus compactus</b>			5 to 6 ft. ....	5.25	5.00	18 to 24 ins. ....	2.00	1.75
18 to 24 ins. ....	1.50	1.25	<b>Ilex East Palatka</b>			2 to 3 ft. ....	3.00	2.50
24 to 30 ins. ....	1.75	1.50	2 to 3 ft. ....	1.75	1.50	3 to 4 ft. ....	4.50	4.00
30 to 36 ins. ....	2.25	2.00	3 to 4 ft. ....	2.75	2.50	<b>Nandina domestica</b>		
<b>Eunymus coloratus</b>			4 to 5 ft. ....	3.75	3.50	15 to 18 ins. ....	.90	.75
18 to 24 ins. ....	1.25	1.00	5 to 6 ft. ....	5.50	5.00	18 to 24 ins. ....	1.20	1.00
24 to 30 ins. ....	1.50	1.25	<b>Ilex opaca fosteri</b>			24 to 30 ins. ....	1.50	1.25
30 to 36 ins. ....	2.25	2.00	2 to 3 ft. ....	2.25	2.00	30 to 36 ins. ....	1.75	1.50
<b>Eunymus fortunei erectus</b>			3 to 4 ft. ....	3.25	3.00	<b>Nandina domestica, dwarf</b>		
15 to 18 ins. ....	1.25	1.00	4 to 5 ft. ....	4.25	4.00	15 to 18 ins. ....	1.15	1.00
18 to 24 ins. ....	1.50	1.25	<b>Ilex howardi</b>			18 to 24 ins. ....	1.40	1.25
24 to 30 ins. ....	1.70	1.50	2 to 3 ft. ....	2.25	2.00	<b>Osmanthus aquifolium</b>		
<b>Eunymus japonicus</b>			3 to 4 ft. ....	3.25	3.00	18 to 24 ins. ....	1.50	1.25
18 to 24 ins. ....	1.15	1.00	4 to 5 ft. ....	4.25	4.00	<b>Osmanthus fortunei</b>		
24 to 30 ins. ....	1.70	1.50	5 to 6 ft. ....	5.25	5.00	18 to 24 ins. ....	1.50	1.25
30 to 36 ins. ....	2.25	2.00	<b>Ilex Hume No. 2</b>			24 to 30 ins. ....	1.75	1.50
<b>Eunymus patens</b>			2 to 3 ft. ....	2.25	2.00	30 to 36 ins. ....	2.25	2.00
18 to 24 ins. ....	1.20	1.00	3 to 4 ft. ....	3.25	3.00	<b>Photinia serrulata</b>		
2 to 3 ft. ....	1.75	1.50	4 to 5 ft. ....	4.25	4.00	18 to 24 ins. ....	1.20	1.00
3 to 4 ft. ....	2.25	2.00	5 to 6 ft. ....	5.25	5.00	2 to 3 ft. ....	1.75	1.50
<b>Eunymus radicans,</b>			<b>Ilex Reynolds</b>			<b>Viburnum burkwoodi</b>		
several selected types			2 to 3 ft. ....	2.25	2.00	18 to 24 ins. ....	1.50	1.25
15 to 18 ins. ....	1.20	1.00	3 to 4 ft. ....	3.25	3.00	24 to 30 ins. ....	1.75	1.50
18 to 24 ins. ....	1.50	1.25	4 to 5 ft. ....	4.25	4.00	30 to 36 ins. ....	2.25	2.00
24 to 30 ins. ....	1.75	1.50	<b>Ilex Taber</b>			3 to 4 ft. ....	2.75	2.50
<b>Ilex coccinea angustifolia</b>			3 to 4 ft. ....	3.25	3.00	<b>Viburnum chenaulti</b>		
3 to 4 ft. ....	3.50	3.00	4 to 5 ft. ....	4.25	4.00	18 to 24 ins. ....	1.50	1.25
4 to 5 ft. ....	4.50	4.00	5 to 6 ft. ....	5.25	5.00	24 to 30 ins. ....	1.75	1.50
<b>Ilex cornuta burfordi</b>			<b>Ilex vomitoria</b>			30 to 36 ins. ....	2.25	2.00
15 to 18 ins. ....	1.20	1.00	15 to 18 ins. ....	1.15	1.00	3 to 4 ft. ....	2.75	2.50
18 to 24 ins. ....	1.50	1.25	18 to 24 ins. ....	1.40	1.25	<b>Viburnum juddi</b>		
24 to 30 ins. ....	1.75	1.50	24 to 30 ins. ....	1.75	1.50	18 to 24 ins. ....	1.50	1.25
30 to 36 ins. ....	2.50	2.25	30 to 36 ins. ....	2.25	2.00	30 to 36 ins. ....	2.25	2.00
3 to 4 ft. ....	3.50	3.00	<b>Ilex vomitoria Pride of Houston</b>			<b>Viburnum rhytidophyllum</b>		
<b>Ilex cornuta femina</b>			18 to 24 ins. ....	1.40	1.25	18 to 24 ins. ....	1.75	1.50
18 to 24 ins. ....	1.50	1.25	24 to 30 ins. ....	1.75	1.50	24 to 30 ins. ....	2.00	1.75
24 to 30 ins. ....	1.75	1.50	30 to 36 ins. ....	2.25	2.00	30 to 36 ins. ....	2.50	2.25
3 to 4 ft. ....	2.50	2.25	<b>Ilex vomitoria, dwarf</b>			3 to 4 ft. ....	3.25	3.00
<b>Ilex cornuta Hume</b>			12 to 15 ins. ....	1.50	1.25	4 to 5 ft. ....	4.50	4.00
15 to 18 ins. ....	1.50	1.25	<b>Jasmine, floridum</b>			<b>White Dogwood</b>		
18 to 24 ins. ....	1.75	1.50	15 to 18 ins. ....	1.20	1.00	2 to 3 ft. ....	1.20	1.00
24 to 30 ins. ....	2.25	2.00	18 to 24 ins. ....	1.50	1.25	3 to 4 ft. ....	1.75	1.50
30 to 36 ins. ....	2.75	2.50	2 to 3 ft. ....	1.75	1.50	4 to 5 ft. ....	2.25	2.00
<b>Ilex cornuta rotunda</b>			<b>Laurel, Cherry</b>			5 to 6 ft. ....	3.50	3.00
12 to 15 ins. ....	1.50	1.25	2 to 3 ft. ....	1.50	1.25	<b>White Dogwood (Cherokee Prince)</b>		
15 to 18 ins. ....	2.00	1.75	3 to 4 ft. ....	1.75	1.50	3 to 4 ft. ....	2.75	2.50
<b>Ilex crenata convexa</b>			4 to 5 ft. ....	2.50	2.25	4 to 5 ft. ....	3.75	3.50
12 to 15 ins. ....	1.00	.80	5 to 6 ft. ....	3.50	3.00	<b>Pink Dogwood</b>		
15 to 18 ins. ....	1.25	1.00	6 to 8 ft. ....	5.00	4.50	2 to 3 ft. ....	1.75	1.50
18 to 24 ins. ....	1.75	1.50	<b>Laurel, English</b>			3 to 4 ft. ....	2.75	2.50
24 to 30 ins. ....	2.25	2.00	15 to 18 ins. ....	1.25	1.00	<b>Live Oak, B&amp;B</b>		
<b>Ilex crenata helzi</b>			18 to 24 ins. ....	1.50	1.25	3 to 4 ft. ....	2.75	2.50
12 to 15 ins. ....	1.20	1.00	2 to 3 ft. ....	1.75	1.50	4 to 5 ft. ....	4.00	3.50
15 to 18 ins. ....	1.50	1.25	<b>Laurel, Zabeli</b>			5 to 6 ft. ....	5.50	5.00
18 to 24 ins. ....	1.75	1.50	15 to 18 ins. ....	1.20	1.00	<b>Silver Maple, B&amp;B</b>		
<b>Ilex crenata latifolia, pyramids</b>			18 to 24 ins. ....	1.75	1.50	6 to 8 ft. ....	2.00	1.50
18 to 24 ins. ....	1.75	1.50	2 to 3 ft. ....	2.50	2.25	8 to 10 ft. ....	2.50	2.00
24 to 30 ins. ....	2.25	2.00	<b>Ligustrum lucidum (Black Wax)</b>			10 to 12 ft. ....	3.00	2.50
30 to 36 ins. ....	3.25	3.00	18 to 24 ins. ....	1.20	1.00	<b>Southern Pin Oak</b>		
3 to 4 ft. ....	4.50	4.00	24 to 30 ins. ....	1.50	1.25	8 to 10 ft. ....	5.00	4.50
<b>Ilex crenata Magda</b>			30 to 36 ins. ....	1.75	1.50	10 to 12 ft. ....	6.50	6.00
12 to 15 ins. ....	1.25	1.00	<b>Ligustrum lucidum Suwannee River</b>			12 to 15 ft. ....	9.50	9.00
15 to 18 ins. ....	1.75	1.50	15 to 18 ins. ....	1.15	1.00			
			18 to 24 ins. ....	1.40	1.25			
			24 to 30 ins. ....	1.65	1.50			
			30 to 36 ins. ....	2.00	1.75			

Club, a  
member

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california

**CARTWRIGHT NURSERY CO.** Collierville, Tenn. Phone: UL 3-2352  
Highway 72-57, 10 miles east of Memphis

# B A R G A I N S

## In Lining-out Stock

We have not raised the price of most of our small plants in years, but the price of landscape stock is steadily advancing. Plant some of our items now and make yourself some real money.

### HARDY AZALEAS

All azaleas are 2 to 3-yr. transplants, branched, and carry a small ball of soil.

**AZALEA AMOENA.** Very hardy evergreen foliage which turns rich bronze in winter. Semidouble, purple flowers, 4 to 6 ins. .... **\$15.00** per 100

**AZALEA JAPONICA.** Very hardy. Wide range of color. Red, pink, yellow, etc. Deciduous. 6 to 8 ins., T. .... **\$25.00** per 100

**AZALEA KAEMPFERI.** Seedlings (Japanese seed). Tall-growing, large flowers in various shades of pink and red. Flowers profusely; blooms when evergreen types fail. Deciduous. 4 to 6 ins., T. .... **\$15.00** per 100

**AZALEA KURUME.** Very hardy. Will stand 19 degrees below zero. Gives a great variety of colors and types, from choice whites to orchids, deepest pinks and reds. Good evergreen foliage. 2-yr., 4 to 8 ins., T. .... **\$15.00** per 100

**AZALEA SCHLIPPENBACHI.** Considered by many the best azalea of all. Very large pink flowers; very large leaves which turn pink in fall. Deciduous. 4 to 6 ins., T., heavy .... **\$25.00** per 100

**AZALEA WHITE.** Evergreen. Large flowers with a pink blush in throat, similar to but much harder than Azalea Indica Alba. 4 to 8 ins., T. .... **\$15.00** per 100

**AZALEA HINODEGIRI.** 2-yr., T., 3 to 6 ins., br. Brilliant red, **\$15.00** per 100. Each plant carries a nice ball of soil.

### LEUCOTHOE CATESBAEI

A good broad-leaved evergreen that grows in dense shade. Lily-of-the-Valley like flowers, reddish-bronze foliage in winter. Contrasts well with Azaleas and Rhododendrons. Fine for flower arrangements.

Each  
4 to 6 ins., T. .... **15c**  
6 to 8 ins., T. .... **20c**  
8 to 10 ins., T. .... **25c**

### EUONYMUS ALATUS

(Cork Bark Euonymus)

Interesting corklike wings on branches. Red berries, foliage turns bright rose-pink in fall. Really spectacular then.

6 to 9 ins., T. .... **\$10.00** per 100  
10 to 12 ins., T. .... **15.00** per 100

### AMERICAN ARBORVITAE

Each  
4 to 5 ft. .... **\$2.50**  
5 to 7 ft. .... **3.00**

**Ilex bullata**, densely sheared  
18 to 21 ins. .... **2.50**  
21 to 24 ins. .... **3.00**  
2 to 2½ ft. .... **3.50**

**Ilex crenata**, **I. fortunei**, **I. crenata microphylla**  
18 to 21 ins. .... **2.50**  
21 to 24 ins. .... **3.00**  
2 to 3 ft. .... **3.50**

All of above plants are healthy and of good bright color.

### ILEX CRENATA CONVEXA

(Ilex Bullata)

Owing to our unusual success in propagating this desirable item, we offer it at a very low price. Over 150,000 in stock. It is a very choice, very hardy, low-growing evergreen with shiny, dark green, convex, boxwood-like leaves. Grows fast into money, up to 2 feet, and there slows down. Ultimate size 3 feet high and 4 feet wide. Easier to grow than Yews and can be used in sun or shade. Sells on sight. Grows very dense and contrasts well with other evergreens. Makes the perfect low hedge.

Each  
6 to 8 ins., 2-yr., T. .... **15c**  
8 to 10 ins., 2-yr., T. .... **20c**

### PIERIS JAPONICA

The most beautiful broad-leaved evergreen of all. In summer the color of the foliage is always changing, first red, then pale green and then dark green. In August the flower buds form in graceful racemes for next spring's flowers. White Lily-of-the-Valley flowers appear with the first warm weather, and flowers often last 6 weeks. Grows well in sun or shade. Makes a nice contrast with Azaleas and Rhododendrons.

As far as we know, no nursery has ever had too much Pieris japonica. We had over 10,000 18 to 36-in. plants a few years ago, and today we are so oversold on it that we cannot maintain a stock of 1,000 12 to 15-in. plants. It sells on sight and transplants easily at almost any time of the year. It grows rapidly into salable sizes. Can be used in any kind of planting. Can be transplanted into beds now. Each plant carries a nice ball of soil.  
4 to 6 ins., T. .... **\$15.00** per 100  
6 to 8 ins., T. .... **20.00** per 100

Send for list of rare plants.

### ENKIANTHUS CAMPANULATUS

Can be transplanted into beds now.

For those desiring a different kind of plant for the shrub border or ericaceous plantings, we recommend Enkianthus campanulatus. Red stems, dark green leaves, cream to pink bell-like flowers that are useful for flower arrangements and a scarlet fall foliage.

4 to 8 ins., TT. .... **\$15.00** per 100  
8 to 10 ins., TT. .... **25.00** per 100

### JAPANESE BOXWOOD

Buxus Japonica is a little-appreciated evergreen because it is not well enough known. It grows fast up to 3 feet, shears well and can easily be kept at any size. Its light green, glossy leaves contrast well with other evergreens, and it will grow in sun or deepest shade—very hardy.

6 to 8 ins., 2-yr., T. .... **\$10.00** per 100  
8 to 10 ins., 3-yr., T. .... **15.00** per 100

### ENGLISH BOXWOOD

Part of the charm of many old gardens is produced by the edgings of Old English Boxwood. Plant some in a bed 6x8 ins. and in a couple of years you will have a stock for your customers. Its appeal is irresistible. It can be transplanted now.

3 to 4 ins., T. .... **\$10.00** per 100

### VIBURNUM AMERICANUM

White flowers followed by red fruits in profusion. Very hardy.

10 to 12 ins., T. .... **\$7.50** per 100

### TAXUS TRANSPLANTS

6 to 8 ins.

Each  
**Cuspidata** .... **20c**  
**Media browni** .... **20c**  
**Media hicksi** .... **20c**  
8 to 10 ins. .... **25c**

Nicely branched and a good root system.

## ALAN WOLD NURSERY

NESHAMINY, Bucks Co., PA.

### TEMPORARY MALL

Stirred by rumors of the erection of a shopping center on the edge of town, the merchants of Loveland, Colo., early this summer, cooperated on a temporary mall. The decision was taken upon the offer of an architectural firm to prepare the design without cost, of a local mason to supply the concrete work and of Kroh Bros. Nurseries to supply the plants and set up the display.

For a period of two weeks, parking was banned from one wide street

in the center of the downtown shopping area, and donations of material and labor provided the temporary mall. The principal feature consisted of three concrete emplacements, similar to those at Elitch Gardens, Denver, which were planted with nursery material, a small pool occupying the center one. The merchants who did not donate materials paid the cost of a nursery workman to maintain the plants during the period.

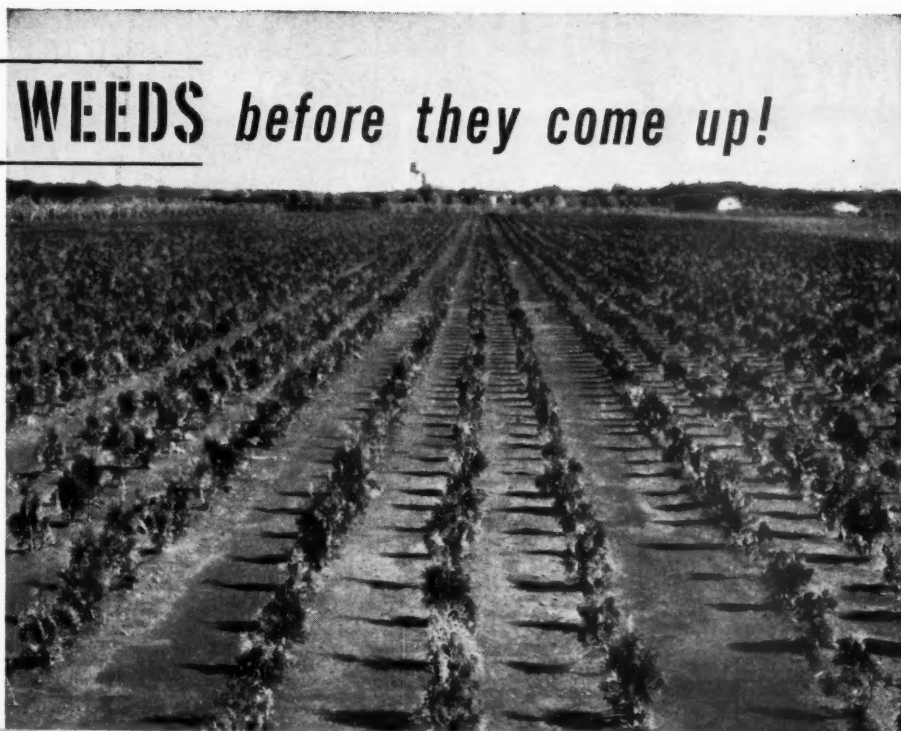
Most of the remaining mall deco-

rations were artificial, such as the flowers tied to the parking meters. The street was painted green, while garden furniture was placed to add to the comfort of shoppers.

Al Foster, manager of Kroh Bros. Nurseries, says it is too early to evaluate the project or to appraise the benefits, but the temporary mall was valuable to the local chamber of commerce and the city council in formulating plans for the possible future development and improvement of the downtown areas.



**STOP WEEDS** *before they come up!*



**SIMAZINE**

PRE-EMERGENCE HERBICIDE

**WEED CONTROL**

One application—up to 3 months control of most annual broadleaf weeds and grasses. Two years' commercial use. *Safe to nursery stock* when used according to directions on label.

Safe to humans and animals. Does not destroy bacteria, fungi, or other soil micro-organisms.

**Weed control savings up to \$180.00 per acre have been obtained.**

For free folder write Department AN-9



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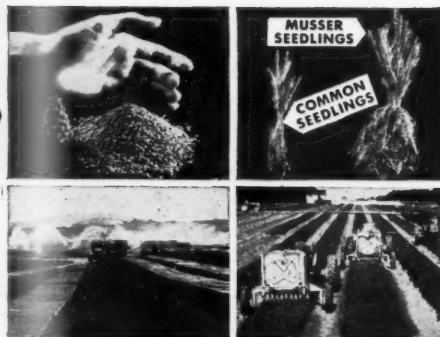
# \*20 MILLION TREES A YEAR!

\*NOW OVER 35 MILLION!

## MUSSER TREES BUILD SATISFIED CUSTOMERS—

Because of—Selected Seed, Good Heredity Characteristics, Scientific Methods of Planting and Propagation, Heavy Roots, Sturdy Tops and Rapid Growth—Musser Trees grow and thrive where others may fail to survive.

# MUSSER TREES Grow Best!



## Good Tree Stock Pays Dividends

Musser Forests takes pride in supplying vigorous, high-quality nursery stock. To keep abreast with increasing costs of production the most modern equipment is used. Experienced personnel are employed, many with over 20 years' service. . . . Our production has increased year after year to keep pace with the ever-increasing demand for Musser trees.

## OUR TREMENDOUS VOLUME ENABLES US TO SAVE YOU MONEY

### • SPECIAL STRAIN SCOTCH PINE

Very best Christmas tree strain. Grown from seed collected by our own men from selected parent trees. Exceptionally healthy, sturdy, straight-stemmed. We have all other best strains Scotch Pine.

	Per 100	Per 1000
2-yr., S., 4 to 8 ins. ....	\$ 5.00	\$ 25.00
3-yr., S., 8 to 16 ins. ....	8.00	40.00
4-yr., T., 8 to 14 ins. ....	20.00	100.00

### • MUGHO PINE

3-yr., S., 2 to 4 ins. ....	5.00	25.00
4-yr., T., 3 to 5 ins. ....	15.00	75.00

### • AUSTRIAN PINE

2-yr., S., 3 to 6 ins. ....	4.00	20.00
3-yr., S., 8 to 14 ins. ....	7.00	35.00

### • BLACK HILLS SPRUCE

3-yr., S., 5 to 10 ins. ....	7.00	35.00
4-yr., S., 8 to 12 ins. ....	9.00	45.00
4-yr., T., 4 to 8 ins. ....	15.00	75.00

### • NORWAY SPRUCE—Fast-growing

2-yr., S., 5 to 10 ins. ....	7.00	35.00
3-yr., S., 10 to 18 ins. ....	9.00	45.00
3-yr., T., 5 to 10 ins. ....	15.00	75.00
5-yr., T., 12 to 18 ins. ....	25.00	125.00

### • WHITE SPRUCE

3-yr., S., 8 to 14 ins. ....	8.00	40.00
4-yr., T., 6 to 12 ins. ....	15.00	75.00

### • COLORADO BLUE SPRUCE

3-yr., S., 6 to 12 ins. ....	9.00	45.00
4-yr., T., 4 to 8 ins. ....	18.00	90.00

### • DOUGLAS FIR

2-yr., S., 4 to 8 ins. ....	6.00	30.00
3-yr., S., 8 to 12 ins. ....	11.00	55.00

### • AMERICAN ARBORVITAE

3-yr., S., 8 to 12 ins. ....	8.00	40.00
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### • CANADIAN HEMLOCK

2-yr., S., 3 to 6 ins. ....	9.00	45.00
3-yr., S., 8 to 12 ins. ....	16.00	80.00
3-yr., T., 6 to 10 ins. ....	20.00	100.00

### • CONCOLOR FIR

3-yr., S., 6 to 12 ins. ....	8.00	40.00
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### • JAPANESE YEW—Grown from seed

*Taxus cuspidata capitata*—upright pyramidal

	Per 100	Per 1000
(2-2), T., 6 to 12 ins. ....	\$30.00	\$200.00
(3-2), T., 12 to 16 ins. ....	40.00	300.00

### • JAPANESE YEW—Transplanted rooted

*Taxus cuspidata*—spreading

1-yr., T., 5 to 6 ins. ....	25.00	175.00
2-yr., T., 6 to 8 ins. ....	35.00	250.00

*Taxus hicksi*—upright

1-yr., T., 5 to 6 ins. ....	25.00	175.00
2-yr., T., 8 to 10 ins. ....	40.00	300.00

*Taxus brownii*—upright

1-yr., T., 4 to 6 ins. ....	25.00	175.00
2-yr., T., 6 to 8 ins. ....	40.00	300.00

*Taxus intermedia*—spreading

1-yr., T., 4 to 6 ins. ....	25.00	175.00
2-yr., T., 6 to 8 ins. ....	35.00	...

### • JUNIPER—Blue Pfitzer—*Chinensis hezli*

1-yr., T., 5 to 7 ins. ....	25.00	200.00
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### • GLOBE ARBORVITAE

*Woodwardi*—dark green

1-yr., T., 4 to 6 ins. ....	30.00	250.00
2-yr., T., 6 to 8 ins. ....	40.00	300.00

*Hovey's*—green

1-yr., T., 4 to 6 ins. ....	25.00	200.00
2-yr., T., 6 to 8 ins. ....	40.00	300.00

### • PYRAMIDAL ARBORVITAE—*Compacta*

1-yr., T., 5 to 7 ins. ....	35.00	300.00
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### • JAPANESE HOLLY

*Ilex rotundifolia*

6 to 10 ins., T. ....	35.00	300.00
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*Ilex convexa*

6 to 10 ins., T. ....	35.00	300.00
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*Ilex crenata hezli*

6 to 10 ins., T. ....	35.00	300.00
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### • NORWAY MAPLE

Seedlings, 10 to 16 ins. ...	8.00	40.00
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### • WHITE DOGWOOD

Seedlings, 12 to 24 ins. ...	12.00	60.00
------------------------------	-------	-------

## ORDER NOW!

Write or Phone:  
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# MUSSER FORESTS

Box 16-1  
INDIANA, PENNA.

Many Other Evergreen Items—Rhododendrons and Azaleas  
— All stock is carefully graded and packed —

No charge for packing and boxing. Our cold storage permits late shipment.  
SEND FOR COMPLETE CATALOG and WHOLESALE PLANTING  
LIST — also famous CHRISTMAS TREE GROWERS' GUIDE.

## OBITUARY

### John Holmason

John Holmason, part owner of the Pacific Coast Nursery, Portland Ore., died Sunday, August 14, at the age of 80. Mr. Holmason was born in Rumania in 1879 and came to the United States in 1905. Two years later he moved to Portland.

Since 1914, Mr. Holmason was in the nursery business, recently in partnership with two sons. The firm also has a branch at Sunnyside, Wash.

He is survived by a widow, Lida, Portland; five sons, Martin, Portland; Johnny, Sunnyside, Wash.; Joe, Seattle, Wash.; Lee Downing, Pendleton, Ore.; and Manie Downing, Portland; five daughters, Mrs. Lee Downing, Pendleton; Mrs. Rose Hartwell, Lowell, Ore.; Mrs. Inez Ahlf, Toppish, Wash.; Mrs. Edna Phelps, Salem, Ore.; and Miss Julia Holmason, Portland; 14 grandchildren, and 14 great-grandchildren.

### J. A. Weddington

J. A. Weddington, 55, operator of J. A. Weddington & Son Nursery, Knoxville, Tenn., died unexpectedly at his home July 31. The veteran nurseryman and landscape man was a member of the National Shade Tree Conference and the National Arborist Association.

Survivors include his widow, Josephine; a son, J. D.; a daughter, Mrs. J. H. Brown, and a sister.

### Margaret Prather

Margaret Prather, 60, who operated the Shenstone Farm Nursery, Sharonville, Cincinnati, O., with her husband, Earl Prather, died August 1 at Christ hospital. Mrs. Prather held a bachelor's degree in horticulture from Ohio State University and was a member of the American Horticultural Society, the American Rose Society and the Ohio Nurserymen's Association. She is survived by her husband and three sisters.

### Herman Gruner

Herman Gruner, a nursery operator at Perry, Mich., for 18 years, died recently at his home, at the age of 70, after a long illness. Surviving are his widow, Anna; a brother, and a sister.

### Carl Monthan

Carl Monthan, owner of the Carl Monthan Nursery, Tucson, Ariz., died June 30 at his home at the age of 77. He had been a nurseryman since 1904 and had been active in his

# "SLIP-ON"

## PLASTIC LABELS

NEWEST AND MOST PRACTICAL OF ALL PLANT LABELS!

SO NEW!  
SO PRACTICAL!

16 times stronger in sub-zero temperatures

Patent No. 2,642,684

Patented locking device assures you a permanent, easily attached, adjustable label. Minimizes girdling the canes of either soft or hard wood plants. Guards against loss of labels. Absolutely waterproof. Will not wilt in hot weather.


**Plain or varieties imprinted permanently**

Add \$2.00 to imprinted prices if imprinting is desired on both sides. Trade-marks billed at cost. Photos or black-and-white drawings must accompany trade-mark orders. Parcel-post shipment up to 20 lbs. Over 20 lbs., least expensive way possible—unless otherwise specified. All shipments F.O.B. DAYTONA BEACH, FLA.

Available in 6 fadeproof colors . . . RED, GREEN, ORANGE, YELLOW, BLUE, WHITE

No.	Size	Per 1000	Imprinted Per 1000	Weight
No. 25	(1/2x5 ins.)			
1000 to 4000		\$5.50	\$7.00	
5000 to 9000		4.75	6.25	1 1/4 LBS.
10,000 to 49,000		4.00	5.50	
50,000 to 99,000		3.25	4.75	PER 1000
100,000 or more		2.50	4.00	
No. 87 or 87C	(3/8x7 ins.)			
1000 to 4000		7.50	9.00	
5000 to 9000		6.50	8.00	2 1/4 LBS.
10,000 to 49,000		5.50	7.00	
50,000 to 99,000		4.75	6.25	PER 1000
100,000 or more		4.00	5.50	
No. 47 or 47C	(3/4x7 ins.)			
1000 to 4000		8.50	10.00	
5000 to 9000		7.50	8.75	3 LBS.
10,000 to 49,000		7.00	7.75	
50,000 to 99,000		6.25	7.00	PER 1000
100,000 or more		5.50	6.25	

87C and 47C in the above price list indicates "V" notch.



YOUR NAME HERE
PRICE

SEND COUPON TODAY!

P. O. Box 350 Daytona Beach, Fla.

## ECONOMY LABEL SALES CO. INC.

ENCLOSED FIND \$..... FOR WHICH YOU MAY SHIP THE FOLLOWING ITEMS CHECKED BELOW BY ..... EXPRESS; ..... PARCEL POST; ..... MOTOR FREIGHT; ..... BEST WAY.

YOUR NAME (print) .....

CITY..... ZONE..... STATE.....

STREET NO..... R.F.D..... BOX.....

SHIPPING POINT..... COUNTY.....

PLASTIC "SLIP-ON" LABELS (if different from post office)

SIZE	QUANTITY	IMPRINT NAME & ADDRESS	IMPRINT VARIETIES	IMPRINT TRADE-MARK	PRICE
NO. 25					
NO. 87					
NO. 87C					
NO. 47					
NO. 47C					

IMPRINT MY "SLIP-ON" LABELS AS FOLLOWS: .....

\*A VARIETY LIST IS ENCLOSED.....(yes or no). Made in U. S. A.



### IMPRINTING MACHINES

Imprints permanently 9000 plastic labels per hour. Automatic, compact. Rugged design. Terms available.



### TY-ON AND STICK-IN PLASTIC LABELS

Durable, waterproof. 6 fadeproof colors. Imprinting additional.

### REMOVABLE PLASTIC CARD

### PERMANENT PLOT MARKERS

Weather resistant 3x 5-in. plastic card. Inserts in 24-in. aluminum stake. Interchangeable. 50c ea.

### Single Red HIBISCUS

98¢

### GARDEN MARKERS

All - aluminum tube stake 3 ft. long. 5/8x7-in. plastic insert card plus 2x7-in. interchangeable plastic pricing card. \$1.04 each.



### CUSTOM LABELS

Heavy plastic. Available in any size, with or without holes. Ask for quotations.



### "SLIP-ON" E-Z LABEL

Fast application. Heavy duty. Double strength. Waterproof. Fadeproof. Red, green, yellow, orange, blue, white.



## OPEN FIELD BED TRANSPLANTED LINERS

These bedded liners cannot be surpassed. They are under shade only the first year and face all the weather elements in open field beds.

### ARBORVITAE

Per 100 Per 1000

<b>American</b>		
3-yr., 10 to 15 ins.	\$19.00	\$175.00
<b>Elegantissima</b>		
2-yr., 6 to 8 ins.	24.00	200.00
3-yr., 8 to 12 ins.	27.50	250.00
<b>Ellwangeriana Tom Thumb</b>		
3-yr., 8 to 12 ins.	27.50	....

### RETINOSPORA—CHAMAECYPARIS

<b>Fillifera aurea (Gold Thread)</b>		
2-yr., 6 to 8 ins.	25.00	225.00
3-yr., 8 to 10 ins.	30.00	275.00
<b>Fillifera (Green Thread)</b>		
4-yr., 8 to 10 ins.	20.00	175.00

<b>Obtusa crispis</b>		
2-yr., 6 to 8 ins.	25.00	225.00
3-yr., 6 to 10 ins.	30.00	275.00

<b>Obtusa (Hinoki)</b>		
2-yr., 4 to 6 ins.	35.00	....
3-yr., 4 to 6 ins.	45.00	....

### JUNIPER

<b>Chinensis, Pfizer</b>		
2-yr., 4 to 8 ins.	24.00	200.00
3-yr., 8 to 10 ins.	27.50	250.00

<b>Glauca hetzi</b>		
2-yr., 6 to 10 ins.	25.00	225.00
3-yr., 8 to 12 ins.	30.00	275.00

<b>Horizontalis plumosa</b>		
2-yr., 6 to 8 ins.	24.00	200.00
3-yr., 6 to 10 ins.	27.50	250.00

<b>Japonica</b>		
2-yr., 4 to 6 ins.	25.00	225.00
3-yr., 6 to 8 ins.	30.00	275.00

RATE—Under 200 at 100 rate; 200 or over at 1000 rate.

TERMS—Orders can be booked with ¼ cash, balance before shipping date or C.O.D. Cash with order earns 2% discount; boxing and packing free.

SPECIAL DISCOUNTS ON LARGE QUANTITIES

Government-inspected stock; no Japanese beetles.

### ILEX

<b>Rotundifolia</b>		
1-yr., 3 to 6 ins.	\$18.00	\$160.00
2-yr., 4 to 8 ins.	22.50	200.00
3-yr., 6 to 10 ins.	27.50	250.00

### TAXUS

Baccata repandens (Creeping Yew)

4-yr., 6 to 8 ins.	35.00	300.00
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### Capitata

1-yr., 4 to 6 ins.	22.00	200.00
2-yr., 6 to 8 ins.	30.00	275.00
3-yr., 8 to 12 ins.	37.50	350.00
4-yr., 12 to 15 ins.	45.00	400.00

### Cuspidata—Special

1-yr., 4 to 6 ins.	16.00	150.00
2-yr., 6 to 8 ins.	20.00	175.00
3-yr., 8 to 10 ins.	25.00	225.00
4-yr., 10 to 15 ins.	30.00	275.00

### Media browni

1-yr., 4 to 6 ins.	20.00	175.00
2-yr., 6 to 8 ins.	25.00	225.00
3-yr., 8 to 10 ins.	32.50	300.00
4-yr., 8 to 12 ins.	37.50	350.00

### Media hatfieldi, upright

1-yr., 4 to 6 ins.	20.00	175.00
2-yr., 4 to 6 ins.	25.00	225.00
3-yr., 6 to 10 ins.	32.50	300.00
4-yr., 8 to 10 ins.	37.50	350.00

### Media hicksii

1-yr., 4 to 6 ins.	20.00	180.00
2-yr., 6 to 8 ins.	25.00	225.00
3-yr., 8 to 10 ins.	32.50	275.00
4-yr., 8 to 12 ins.	37.50	350.00

### TSUGA (Hemlock)

<b>Canadian</b>		
4-yr., 8 to 10 ins. T.	25.00	200.00
4-yr., 10 to 15 ins. T.	30.00	275.00
5-yr., 12 to 18 ins. T.	35.00	325.00

Special 5% discount on orders for full delivery of liners.

Write for complete list.

## KING WHOLESALE NURSERY

Growers of Quality Evergreen Liners and Finished Stock

Phone: Temple 4-8930

4 miles south on Rt. 180.

R. D. No. 5

Greensburg, Pa.

business until two weeks previous to his death. Mr. Monthan is survived by his widow and a son.

### OHIO SUMMER MEETING

The summer meeting of the Ohio Nurserymen's Association was held at Toledo, O., August 9 to 11, with the Toledo Nurserymen's Association as the host group. Karl Lucal, president of the Toledo Nurserymen's Association, welcomed the visitors.

The local chairman for the meeting, Norman F. Jackson, had arranged an active program. A trip through the Toledo port authority was enjoyed by three bus loads of Ohio nurserymen, their wives and children. The landscaped mall area which the city of Toledo has developed as part of its downtown beautification was an encouraging sight.

The summer meeting of the Ohio association is always devoted to entertainment and good fellowship. For a real treat, the host group had reserved the entire facilities of the Sunningdale Country Club, August 10.

Dr. L. C. Chadwick, department of horticulture and forestry, Ohio State University, Columbus, was awarded a trophy as winner of the annual golf tournament. President

## Northern-grown, Hardy, HYBRID RHODODENDRONS

In varieties and sizes up to 3 ft.

## TAXUS CUSPIDATA CAPITATA

Up to 4 ft. heavy stock, also other ready-to-plant landscape stock. Price list available. Our stock is certified.

## LITTLE TREE NURSERIES

Eric Streiff, Prop.

Phone: WHitney 8-2541

Rowley, Mass.

### TAXUS HENRYI LINERS

Heavy, sheared, 20 to 24 ins.

XXX, 8 yrs. old

Net, \$95.00 per 100

Cash with order, please

Free Packing

### BROOKFIELD GARDENS

U. S. Rt. 46

Delaware, N. J.

## Plant Quality Nursery Stock

Seedlings and Transplants

- Pines • Firs • Spruce • Hemlock
- Christmas Tree Stock • Nut Trees
- Ornamentals • Flowering Trees

Write for free catalog or call

Hopkins 5-5696



**Pikes Peak Nurseries**

Quality Nursery Stock For More Than 35 Years

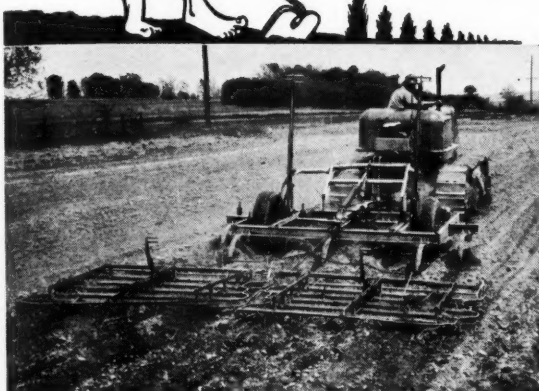
801 Water St.

Indiana 1, Pa.



*"we shore ain't no one-horse outfit--cuz we got 4 mules... an' hump-teen trackters..."*

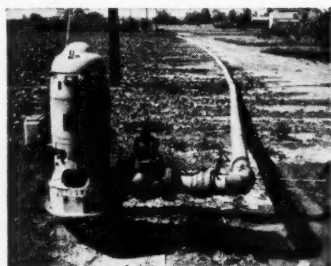
Ah wuz a-talkin' to yew earlier about what nice plants we got, an' ah wants to show yo why. We hain't no one-horse outfit—in fack, we hain't got no horses a'tall. Got 4 mules, tho, an' a whol passel o' tractors, trucks, diggers an' other equipment to grow this heavy brush. Just look at some of these contraptions—



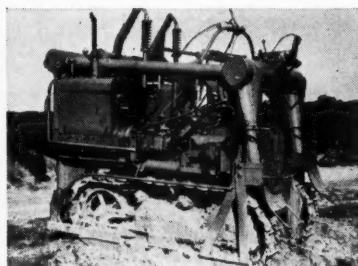
This hyar thing gits our land reddy for plantin'. An' hit shore do a good job.



Hit used to take 35 people to do th' wurk o' plantin' that thez folk yuh see hyar is a-doin'.



This hyar pump and th' others we got'll put out over 6 MILLION gallons o' water a day. An' that's a heap o' branch water.



An' this hyar great big hunk o' machineery gets all the roots eemaginable. Means OZARK plants grow fer yew.



These hyar is the kind o' bushes OZARK grows. Cum fer a visit, or write for a catalog. Drap me a card an' ah'll Pony Express it rite to yuh.

## Here's ways we help you...

Shore is ezy to sell with the Sales Aids we-uns at OZARK gits yuh ...

—A dependable source of quality since 1895—

1. FREE Distinctive Tags for Every Plant
2. FREE Waterproof Colored Pictures for Outdoor Display
3. FREE Advertising Mats
4. FREE Display Banners

WRITE FOR WHOLESALE CATALOG TODAY

**OZARK Nurseries Co.**/Tahlequah, Oklahoma

# ENOUGH TALK!



68,000 Top-Quality, Bed-Grown

## RHODODENDRONS

From Which to Choose.  
All sizes bushy and budded.

## WELLS NURSERY

P. O. Box 141

Red Bank, N. J.

# NOW

# IS THE TIME TO BUY

**10% Discount**  
For Fall Delivery



William Burton of the Ohio Nurserymen's Association was winner in the casting contest.

It was a pleasure to have the children of some of the Ohio nurserymen attend this meeting, for with the younger generation lies the future of the organization. F. F.

### BETTER ON CHINESE ELMS

Chinese elms throughout Missouri are being hit hard by the elm leaf beetle, according to Philip C. Stone, chairman of the University of Missouri entomology department. The only control is a DDT or other spray.

This pest feeds on the underside of elm leaves, eating all green material and leaving only the leaf skeleton. The elm leaf beetle produces one generation after another during the summer, and since the beetle spends most of its life on the leaves, it keeps trees continuously defoliated. The trees eventually weaken and die.

If Chinese elms are located close to a house, the beetle even becomes a household pest.

The beetle attacks all elm trees to some extent, but prefers and concentrates on Chinese elms. This beetle is not connected with Dutch elm disease or phloem necrosis, according to the entomologist.

## DOGWOODS

For Street or Park Planting

From 7 to 12 ft. high, 2 to 3-in. cal., branching at 4 ft., 5 ft. and 6 ft. Perfect trees, well headed.

White and Pink 4 to 12 ft., heavy plants

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# Arborists Discuss Control Of Weeds and Diseases

By Noel Wysong

The National Arborist Association met in the Statler-Hilton hotel, Boston, Mass., August 16, for election of officers and discussion of problems pertinent to the tree care industry. When the meeting was called to order by President James Turner, Turner Tree Service, Atlanta, Ga., approximately 160 members and invited guests were present.

Officers for the coming year were elected as follows: President, Freeman L. Parr, Parr & Hanson, Inc., Hicksville, N. Y.; first vice-president, George T. Lewis, Lewis Tree Surgeons Co., Media, Pa.; second vice-president, F. L. Dinsmore, Dinsmore Tree Service, St. Louis, Mo.; secretary, John Z. Duling, Duling Tree Expert Co., Muncie, Ind., and treasurer, Winston E. Parker, arborist, Moorestown, N. J. Kenneth P. Soergel, of the Cross Roads Nursery & Tree Service, Gibsonia, Pa., was elected to the board of directors.

A statistical report covering current wages, salaries, charges for services and business conditions in representative sections of the United States was presented by Paul E. Tilford, executive secretary of the association. The report, based on questionnaires returned by members, indicated a slight rise in costs of operation in most areas. The demand for tree service was reported as being equal to or slightly above that of last year.

## New Bulletin Available

Committee reports were given on finances of the association, membership, publicity and safety. Following the report of the standard practices committee, each member and guest was given a copy of "A Guide for Fertilizing Shade and Ornamental Trees," a pamphlet prepared by this committee during the past year. In this 4-page pamphlet are described methods of applying fertilizer, amounts to use based on tree size, formulas and suggestions as to the use of fertilizer. It was announced that the pamphlet is available for general distribution and copies may be obtained by writing the National Arborist Association, P. O. Box 426, Wooster, O.

As a part of the program that followed the annual dinner of the association, safety awards, based on the

least lost-time accidents with respect to the total number of man-days of work performed during the past year, were presented to Karl Kuemmerling Associates, Inc., Canton, O.; Sohner Tree Service, San Anselmo, Calif., and Lewis Tree Surgeons Co., Media, Pa. The after-dinner speaker was Miss Ann Wood, assistant to the president, Northeast Airlines, Boston. Miss Wood discussed her recent visit to Russia and presented a series of color slides showing various places of interest in that country.

Three formal papers were presented in the educational session. The first was given by James Nelson, deputy regional director, United States Department of Labor, Boston, on the subject "Wage and Hour Law; Its Application to the Tree Care Industry."

In a general discussion of the wage and hour law, Mr. Nelson described various types of work. He

said employees were subject to the provisions of the act according to the type of work performed and the classification of the industry in which they are employed. He suggested that arborists write the United States Department of Labor, Washington, D. C., or their local office for full information contained in a series of bulletins covering the act.

## Canker Control

With "Cytospora Canker Control" as his subject, Henry F. Davis III, Lowden Tree Specialists, Needham, Mass., told of his efforts to control this disease on hemlocks. He described hemlock canker as being similar to spruce canker and said symptoms of the disease include dead branches and leaders, weak foliage and wet, cankered bark areas on the stems. He said cytospora canker was commonest on hemlocks growing in unfavorable environmental conditions.

One of the first steps in establishing control of the disease, Mr. Davis said, consists of correcting poor soil and other adverse environmental conditions. Then, he said, sprays of Acti-dione or like antibiotics often resulted in great improvement in the health of the tree. He advised applying the sprays in the spring when

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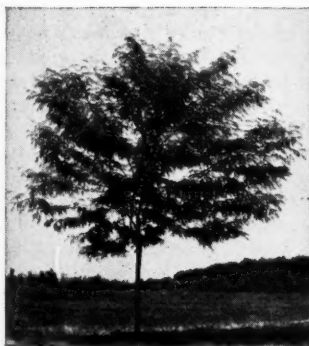
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new growth is developing. Fertilizer should be applied to the tree after spraying, Mr. Davis said. He explained that his work had not been done on a controlled scientific basis and, therefore, the results could not be regarded as entirely conclusive.

He presented a series of color slides showing symptoms of the disease on hemlock, close-up views of cankered branches and before-and-after spray treatment of infected trees. Views of healing stem cankers and new growth of infected trees after spraying indicated that the treatment was effective.

"Chemicals, Equipment and Techniques for Control of Weeds" was discussed by William C. Hall, of Arboreal Associates, Harriman, N. Y. He defined a weed as "any plant that is growing in the wrong place."

Problems in weed killing, he said, include (1) use of effective chemicals, (2) use of such chemicals at the proper concentration, (3) use of proper equipment, (4) application at the time the undesired plant is most susceptible to the chemical and (5) careful selection and use of chemicals to avoid injury to farm crops and other plants, wildlife, live stock and humans. Those who offer weed-control services, he warned, must be familiar with the pesticide laws of the state in which they operate, to avoid legal difficulties.

There is considerable demand, Mr. Hall said, for weed-control work both on land and in water. Opportunities for such services on land, he said, include lawns, railroad and public utility right-of-ways, highway shoulders, grounds surrounding oil storage tanks and similar industrial areas, outdoor theaters, shopping centers, golf courses, tree and shrub nurseries, cemeteries, parks and farm lands. There is increasing demand, he said, for aquatic weed control in privately owned lakes and ponds and lakes under municipal or state control.

Equipment needed in chemical weed-control work, Mr. Hall said, includes power sprayers; 4-wheel-drive trucks, both large and small; backpack pumps; small hand sprayers; grass seeders or fertilizer spreaders for distribution of granular herbicidal materials; boats with outboard and air motors, and other specialized equipment. Types of application, he said, include soil sterilization, foliage spraying and basal bark painting or spraying.

At the close of the session it was announced that the next meeting of the National Arborist Association will be held in January, 1961, at New York city, N. Y.

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### NEBRASKA SUMMER MEET

The Lincoln Association of Nurserymen, in cooperation with the University of Nebraska college of agriculture, was host for the Nebraska Association of Nurserymen's summer meeting August 16 at Lincoln.

Seventy-three nurserymen from Nebraska, Wyoming, Kansas and Iowa met at Nebraska Nurseries, headquarters, and toured the fields and garden centers of Williams Nurseries, Haggerty's Landscape Nursery and Campbell's Nurseries, all of Lincoln. Primary points of interest were the types of nursery stock being produced, methods of merchandising, garden center layout and equipment used in planting landscape jobs.

After lunch, which was served by the Lincoln nurserymen, the group viewed the experimental turf grass plots on the university campus. These consisted of several varieties and strains of grasses used alone and in combination with other grasses.

The informal planning allowed the men to play horseshoes and visit among themselves. Everyone enjoyed the day and all were looking forward to the annual convention, which will also be held at Lincoln, December 1 and 2, at the Cornhusker hotel.

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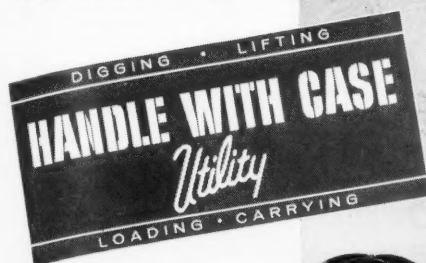
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## Pennsylvanians See Research at State University

By Robert P. Meabl

One hundred and fifty nurserymen attended the summer meeting of the Pennsylvania Nurserymen's Association at Pennsylvania State University, University Park, August 25. The morning was spent in touring the Penn State campus to observe the plant material and planting practices that have been used in landscaping the grounds.

There are 173 separate species and varieties of deciduous trees on the campus, 47 of forest and dwarf coniferous trees and 430 of woody shrubs and vines. In the total population, there are 5,789 mature and naturalized forest and shade trees, 1,529 small flowering and fruiting trees and 43,391 coniferous and woody shrubs and hedge plants. Each year many species and varieties of plants adaptable to the environment of the Allegheny mountain zone are incorporated in the design of the new plantings for experimental and instructional purposes.

The afternoon was spent in tours of some of the important research work being conducted by the university. Included were the plant propagation work, in which the effect of a concentrated dip is being compared with that of the common powder form of root-promoting substances on flowering crab apple, lilac and flowering cherry; nutrition studies with *Ilex crenata* Green Island; work on disease control on roses and weed control in ornamental plants; pruning studies on narrow-leaved evergreens; fine turf research, with lawn grass mixtures, fertilizer rates and disease control, and annual flower and rose trial gardens.

During the short business meeting, presided over by President Herbert Hoechstetter, Hoechstetter's Nursery, Inc., Veronā, Lou Wissenbach reported on the highlights of the recent American Association of Nurserymen convention, and Al Vick reported on the eastern region of the A. A. N. Guests introduced included T. Guyton, chief, bureau of plant industry, Pennsylvania department of agriculture, and I. E. Jackson, dean, college of agriculture, Penn State. The group enjoyed a box lunch at noon and a chicken barbecue in the evening in the picnic grounds of the Hort woods on the campus.

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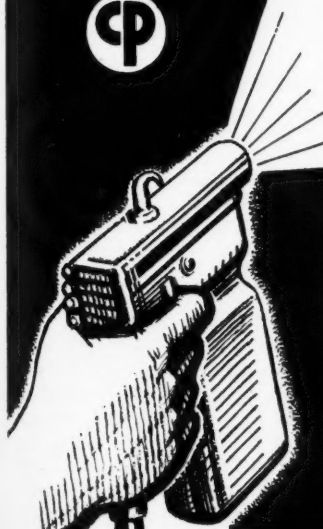
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## **Vanicek Honored At New England Summer Outing**

*By Harrison L. Flint*

More than 500 persons from at least 10 different states attended the August 17 meeting of the New England Nurserymen's Association at the Boulevard Nurseries, Middletown, R. I. Hosts at this meeting, in addition to Boulevard Nurseries, were C. Hoogendoorn, Nurseryman, and Rhode Island Nurseries, both of Middletown.

Among the many present were Dr. Richard P. White, executive vice-president of the American Association of Nurserymen, and officers of the New England Nurserymen's Association: President, William W. Vittner, Vittner's Gardens, Manchester, Conn.; vice-president, G. Harold Thurlows, Cherry Hill Nurseries, West Newbury, Mass.; secretary, Erwin W. Whitham, E. W. Whitham Sales Agency, Manchester, Conn., and treasurer, Alfred L. Angel, C. Hoogendoorn, Nurseryman.

The all-day informal meeting was highlighted by outdoor games, bus tours of the island and to a destroyer at the Newport naval base, automobile tours of the three host nurseries and others in the area and, last but not least, a sumptuous Rhode Island clambake—the kind for which Boulevard Nurseries has become well known.

### **Plaque Given Vanicek**

In a brief ceremony, a plaque was presented to Venceslaus J. Vanicek, president of Rhode Island Nurseries, by John L. Rego, director of the Rhode Island department of agriculture and conservation, in appreciation of Mr. Vanicek's many contributions to the nursery industry of Rhode Island and the country. Mr. Vanicek is only the second recipient of this award, the first being Esau Kempenaar, of Boulevard Nurseries, who was presented with a similar plaque July 27, 1960, on the occasion of his firm's 50th anniversary. Mr. Rego also read a message from Gov. Christopher Del Sesto, proclaiming August 17, 1960, as Venceslaus James Vanicek day in Rhode Island.

Rhode Island Nurseries, the oldest nursery in Rhode Island, was founded in 1895 by V. A. Vanicek, a well-known landscape architect in this area at that time. Upon his death in 1930, the business was taken over by his son, the present

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50 at the 100 rate	

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owner, V. J. Vanicek. In 1958, V. J. Vanicek, Jr., joined the firm as vice-president, after working in the business for several years. Rhode Island Nurseries is well known about the country for several outstanding plant variety introductions and as a producer of yews. Many of those in attendance at this meeting participated in automobile tours of this nursery, which includes several different areas and a total of about 350 acres.

Tours were also made of the production areas of Boulevard Nurseries, started in 1910 by Esau Kempenaar. This firm, now operated by Mr. Kempenaar and three sons, Charles R., Robert and Frederick Kempenaar, and consisting of 300 acres, is known for high-quality evergreens, shrubs and roses. Although some nursery stock is sold retail in a retail sales area, the bulk of Boulevard's production is sold in wholesale shipments, both as landscape and lining-out material.

The third host for the afternoon, C. Hoogendoorn, has been in the nursery business since 1925. His firm's nursery has grown to about 50 acres, wholesaling lining-out stock as well as landscape material. "Case" Hoogendoorn has become widely known as a propagator and as a promoter of new varieties of plants for color effects or other specific characteristics. A striking indication of growth noted by the many persons who visited this nursery is a new building housing substantial work areas and containing ample storage space for equipment supplies and plants, including a walk-in refrigerated storage.

## IOWA SALES DROP IN '59

Iowa nurserymen sold \$2,302,400 worth of nursery products in 1959, a decline from the previous year's sales, the United States Department of Agriculture states in a recent report on the nursery industry, according to an article in a recent Iowa newspaper.

The information was reported to the U.S.D.A. by 71 commercial producers in the state. In 1958, 65 producers reported sales of \$2,341,200 worth of nursery products.

Growers reported larger sales of deciduous shrubs and fruit and nut trees the past year, but these increases were more than offset by smaller sales of evergreens and deciduous shade trees.

Producers' inventories of all of the ornamental plants at the start of 1960 were larger than a year earlier, but holdings of fruit and nut trees were about the same.



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	Per 100	Per 1000
<b>Abelia grandiflora</b> (Glossy Abelia) Glossy foliage, flowers whitish-pink. 12 to 24 ins., once transplanted	\$ 20.00	\$180.00
<b>Abies balsamea</b> (Balsam Fir) Symmetrical, deep green, aromatic. 6 to 12 ins., not transplanted	11.00	99.00
<b>Abies concolor</b> (White Fir) Symmetrical tree, beautiful blue foliage. 6 to 9 ins., not transplanted	10.00	90.00
<b>Abies lasiocarpa</b> (Alpine Fir) Slender picturesque conifer. 6 to 9 ins., once transplanted	13.00	117.00
<b>Abies veitchii</b> (Veitch Fir) Charming native from Japan. 6 to 9 ins., not transplanted	10.00	90.00
<b>Azalea amoena coccinea</b> Splendid dwarf, red flowers. 3 to 6 ins., once transplanted	16.00	144.00
<b>Berberis darwini</b> (Darwin Barberry) Deep green, glossy. Bright orange flowers. 12 to 18 ins., twice transplanted, B.R.	29.00	261.00
<b>Berberis triacanthophora</b> (Three-Spined Barberry) Slender, arching branches. 12 to 18 ins., once transplanted	30.00	270.00
<b>Cephalotaxus harringtonia fastigiata</b> (Plum Yew) Handsome columnar conifer. 9 to 12 ins., once transplanted	25.00	225.00
<b>Chamaecyparis lawsoniana fletcheri</b> (Fletcher Cypress) Slender conifer, soft plume foliage. 9 to 12 ins., once transplanted	24.00	216.00
<b>Chamaecyparis lawsoniana grandis</b> Dense, low flat pyramid. 6 to 9 ins., once transplanted	20.00	180.00
<b>Chamaecyparis lawsoniana minima glauca</b> (Little Blue Cypress) Blue-green captivating midget. 6 to 9 ins., twice transplanted, specimens, B.R.	71.00	
<b>Chamaecyparis pisifera compacta</b> Dense, bright green, striking dwarf globe. 3 to 6 ins., once transplanted	17.00	153.00
<b>Chamaecyparis pisifera filifera nana aurea</b> (Dwarf Golden Thread Cypress) A compact mass of golden filaments. 12 to 18 ins., twice transplanted, B.R.	30.00	270.00
<b>Cotoneaster pannosa</b> (Silver-leaved Cotoneaster) Silvery foliage, brilliant red berries. 2 to 3 ft., once transplanted, B.R.	30.00	270.00
<b>Cotoneaster salicifolia</b> (Willow-leaved Cotoneaster) Upright growing, bright red berries. 12 to 24 ins., once transplanted, B.R.	25.00	225.00
<b>Cytisus praecox</b> (Warminster Broom) Graceful shrub, flowers rich cream. 18 to 30 ins., once transplanted	24.00	216.00

	Per 100	Per 1000
<b>Cytisus scoparius Burkwood</b> Dark red flowers. 2 to 3 ft., once transplanted, B.R.	\$ 25.00	\$225.00
<b>Cytisus scoparius Geoffrey Skipwith</b> A multitude of pink flowers. 2 to 3 ft., once transplanted, B.R.	25.00	225.00
<b>Cytisus scoparius Mixed Hybrids</b> Spectacular array of vivid colors. 2 to 3 ft., not transplanted, B.R.	17.00	153.00
<b>Daphne mezereum rubra</b> (Red February Daphne) Delightfully fragrant, lilac-purple flowers. 1 to 3 ins., not transplanted	11.00	99.00
<b>Erica carnea</b> (Sherwood Creeping Heath) Low creeper. Flowers bright carmine-red. 6 to 9 ins., twice transplanted, B.R.	18.00	162.00
<b>Erica mediterranea hybrida</b> (Darley Heath) Purplish flowers often in the snow. 6 to 9 ins., twice transplanted, B.R.	18.00	162.00

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<b>Kalmia latifolia</b> (Mountain Laurel) Compact shrub, bouquets of lovely flowers. 9 to 12 ins., once transplanted	25.00	225.00
<b>Mahonia aquifolium</b> (Oregon Grape) An ornate little evergreen shrub. 3 to 6 ins., not transplanted	8.00	72.00
<b>Picea excelsa</b> (Norway Spruce) Defies the blast in cold, exposed situations. 12 to 18 ins., once transplanted, B.R.	14.00	126.00
<b>Picea excelsa nidiformis</b> (Nest Spruce) Wonderful, dwarf, dark green, flattened globe. 3 to 6 ins., once transplanted	18.00	162.00
<b>Picea pungens</b> (Colorado Green Spruce) One of the most desirable of the spruces. 9 to 12 ins., once transplanted	15.00	135.00
<b>Pinus aristata</b> (Bristlecone Pine) Finest landscape conifer in existence. 6 to 9 ins., not transplanted	24.00	198.00
<b>Taxus baccata</b> (English Yew) Fine old favorite. 18 to 24 ins., twice transplanted, B&B	122.00	
<b>Taxus baccata aurea</b> (Golden English Yew) Dense bright golden foliage. 1 to 3 ins., once transplanted	13.00	117.00
<b>Taxus cuspidata nana</b> (Dwarf Japanese Yew) Dark green, dwarf conifer. 3 to 6 ins., once transplanted	18.00	162.00
<b>Thuja occidentalis</b> (George Washington Arborvitae) Spectacular golden form. 9 to 12 ins., once transplanted	24.00	216.00
<b>Vaccinium ovatum</b> (Evergreen Huckleberry) Evergreen shrub of surpassing merit. 6 to 9 ins., once transplanted	20.00	180.00

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## THIS BUSINESS OF OURS

*Reflections on the Problems of Nurserymen*

By E. Sam Hemming

### THE PLUM YEW

It has long been a mystery to me why the plum yews, cephalotaxus, have not been more popular than they are. We have been growing and using two of these for about 30 years in our local landscape business and find they have many qualities to recommend them, even in some instances over yews (taxus) of similar character. I believe they could be well grown for the wholesale trade.

Perhaps some of the trouble is in identification and nomenclature, for Rehder's "Manual of Cultivated Trees and Shrubs" and Bailey's "Cultivated Evergreens" do not agree with "Standardized Plant Names." My firm has been growing two forms, Cephalotaxus harringtonia drupacea, a spreading form, and Cephalotaxus harringtonia fastigiata, an upright form.

#### Identified by Needle Size

In many ways the spreading form could be compared to the repandens yew, while the upright form could be compared to the Hicks yew or the Vermeulen yew. To the nurseryman and gardener, the outward difference between plum yew and ordinary yew is in the size of the needle. While a yew needle will average one inch long by 3/32 of an inch wide, the plum yew needle will average two inches long by 5/32 of an inch wide. This larger needle, however, does not give the plant a coarser look, but rather a Japanese, or arty, look although the natural symmetry prevents the plants from looking picturesque.

The young shoots of the spreading form grow more or less upright. This may continue until the plant is about three feet high and a little more than that broad. From then on, the plant tends to branch out horizontally and the tips become more pendulous with age. Our 30-year-old stock plant is now about seven feet broad and six feet high and has been pruned regularly for cuttings. The foliage hugs the ground well. The rate of growth is about the same as that of the brevifolia yew.

The natural growth of the fastigiata form is like that of Vermeulen yew, the shape of an untrimmed 30-inch plant like an inverted tear drop. As the plant becomes older, the head

becomes more open and broader, but even the narrowly fastigate Irish yew will do that. It retains its youthful trim shape for at least 25 years without pruning. The rate of growth is a little slower than that of Vermeulen yew and a little faster than that of Irish yew.

#### Hardiness

I have had nurserymen from the north say, "I wish we could grow it, but it isn't hardy with us." The hardiness of this plant might be subject to some confusion in the trade. I think it is hardier than many believe. The manuals say it is hardy to southern New York and Massachusetts, and from 30 years' experience in Maryland I think that is correct. It is completely hardy in eastern Maryland; by that I mean it withstands the coldest winters there without foliage burn as occurs on Irish yew and English yew on occasion. This is true of all exposures in the

nursery field and cold corners on private property. Hardy certainly to zone 5, the plant is also quite drought resistant. Conversely, when the plant is placed in a wet spot, it will react better than the yews. Another fine feature is the way the plants hold their foliage color through all adverse weather and soil conditions. It is rarely necessary to feed them to keep their color up: average fertile soil will keep them growing.

The plum yew is of easy culture. It roots readily in sand from cuttings taken in midsummer or from then on until spring. The plant transplants easily at all stages either in the nursery or on home grounds. Young plants would probably transplant bare root, but my firm has always handled them B&B.

In the landscape, they are used like the yews they resemble. An additional advantage is making two more plants available to the limited number in the list of slow-growing evergreens for use in residential, both formal and informal, plantings and in cemeteries.

Botanically, the plant is closely related to the yews, the flowers being dioecious (at times monoecious) and the fruit a similar drupe that remains green.

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performance are Mrs. J. L. Markwood and Mr. Frank Morin.

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FMC Tropic Breeze wind machines are gaining in popularity throughout the country as the best, most modern, dependable and economical way to provide really adequate frost protection. Immediate temperature change, cleanliness of operation and less labor are also good reasons. Look into the advantages of FMC wind machines for protecting your nursery or farm. Send in the coupon today.



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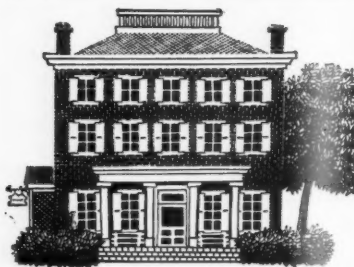
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## Test Plots Visited During Rutgers Turf Field Day

By Robin Todd

Almost 100 landscape maintenance contractors, garden supply dealers and golf course superintendents attended the Rutgers University turf grass field day recently at New Brunswick, N. J. They had an opportunity to observe research treatments of some of the experimental plots, in which various fungicides and pre-emergence crab grass killers are used and many grasses grown under different cultural treatments. They also received ideas which helped them analyze the problems pertaining to their own programs.

In the Merion bluegrass plots, the grass was cut at various heights, three quarters of an inch, one inch and one and one-half inches. For a Merion bluegrass lawn, the university research staff recommends the 1½-inch cut as being best for most conditions. Also emphasized is the fact that lime applications are usually needed in order to maintain the soil pH that Merion bluegrass requires. The soil should be kept at a pH of 6 to 6.4.

### 1960 Turf Fungicides

The greater part of the afternoon was taken up with an evaluation of test plots showing results of fungicide trials on large brown patch and copper spot. The fungicide sprays—20 different preparations were tested—were applied at 10-day intervals, beginning June 27.

Excellent copper spot control was obtained with the following fungicides: Panogen Turf Spray, Cadox, Cadminate, PMAS, Cadosan, Special Metasol P-6 plus Spotrete, Semesan Turf Fungicide, Metasol P-6, Ortho Turf Fungicide ML-374, Cleary Cadmium Turf Fungicide and Ortho Turf Fungicide ML-373. All of these materials contain either cadmium or mercury; Cadosan contains both.

Excellent control of large brown patch was provided by treatments of the following: Tersan 75 plus Semesan Turf Fungicide, Tersan OM, Calo-Clor, Metasol P-6 plus Spotrete, Cad-Trete, Special Tersan OM No. 2, Thimer, Tersan 75, Ortho Turf Fungicide ML-373 and Ortho Turf Fungicide ML-372.

In general it was noted that most of the organic mercury and cadmium compounds gave poor control of this disease unless used in combination

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Any quantity available.  
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One spray application of RUTEX and just a few waterings, will easily protect the roots and stems of your stock over an entire storage season. Through more effective moisture control, the RUTEX method drastically cuts maintenance costs and eliminates the need for moss, shingletow, peat and other costly water absorbent packing materials.

During several years of field testing, evaluations by nurserymen throughout the country continue to prove the worth of this new chemical composition.

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We figure the average price of RUTEX Treatment per plant ranges from  $\frac{1}{4}$ - $\frac{1}{2}$  cent, depending on size. But here are some vivid examples:

One grower in New York reports that 500 rosebushes were treated with just one gallon of RUTEX at a cost of \$.60 per hundred.

Another nurseryman in Michigan treated 100,000

seedlings with only five gallons of RUTEX at an average cost of 15 cents per thousand seedlings.

Other nurserymen continue to report that stock treated with RUTEX breaks more buds after storage than plants treated with conventional packing material. They also cite a substantial reduction in mold losses.

Unlike other wetting agents, RUTEX forms an invisible sponge-like film that supplies complete moisture coverage over the entire surface of a plant. Experience has shown that RUTEX takes water faster and retains it longer.

Think of the advantages of using clear-film RUTEX for all kinds of bare root shipping. For mail order and express packages all you do is spray roots or the entire plant with RUTEX, wrap in wax paper and the job is complete. And for wholesale truckload transportation, the job is even easier. RUTEX saves weight, cuts down bulk, gives more space for bigger payload and leaves you plenty of time for other chores.

Make sure you've got an ample supply of RUTEX before the storage season begins. For a no charge sample and further information, simply complete the coupon below and mail.



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**U.B.S. CHEMICAL COMPANY, 491 MAIN STREET, CAMBRIDGE 42, MASS.**

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☐ Please send further information

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COMPANY.....

STREET.....

CITY..... STATE.....

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553 Church St. Indiana, Pa.

Per 100 Per 1000

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(2-0), 2-yr., S., 4 to 8 ins... \$ 3.00 \$ 15.00  
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Austrian Hill, German, French,  
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### American Red Pine

(3-0), 3-yr., S., 5 to 10 ins... 3.00 15.00

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(3-0), 3-yr., S., 5 to 10 ins... 3.00 15.00  
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### Mugho Pine

True dwarf Tyrolean strain  
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### Norway Spruce

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### Colorado Blue Spruce

(3-0), 3-yr., S., 3 to 6 ins... 3.00 15.00  
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(3-3), 6-yr., T., 10 to 14 ins... 13.00 90.00

### Black Hills Spruce

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(3-0), 3-yr., S., 8 to 12 ins... 8.50 35.00  
(3-2), 5-yr., T., 5 to 10 ins... 9.00 50.00  
(3-2), 5-yr., T., 10 to 14 ins... 12.00 80.00

### Douglas Fir

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### American Arborvitae

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5-qt. oil can, staked.  
Each Each Each  
Per 10 Per 50 Per 100  
18 to 24 ins. .... \$1.50 \$1.25 \$1.00

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Heavy rooted, sheared. Per 25  
Per 10 or more  
8 to 12 ins. .... \$2.00 \$1.75  
12 to 18 ins. .... 2.75 2.50  
18 to 24 ins. .... 4.00 3.75  
24 to 30 ins. .... 6.50 6.25

### AMERICAN ARBORVITAE

Heavy sheared. Per 50  
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3 to 4 ft. .... \$3.25 \$3.00 \$2.75  
4 to 5 ft. .... 4.25 4.00 3.75

### BERBERIS JULIANAE

(Wintergreen Barberry) Per 25  
Per 10 or more  
15 to 18 ins. .... \$2.75 \$2.50  
24 to 30 ins. .... 4.25

### HEMLOCK

(Tsuga canadensis)  
Heavy, sheared specimens, 8 to 10 ft.

### DOGWOOD

(Cornus florida)  
White and Pink Dogwood, well  
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### QUALITY STOCK GROWN BY US

Roses, Azaleas, Evergreens, California  
Privet, Green Barberry, Red Barberry  
(fine strain).

Seedlings and transplants.

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with thiram. One of the observers commented that he obtains satisfactory control of most diseases that attack fine turf with a buckshot fungicide composed of thiram plus Cadmate plus phaltan.

### Crabgrass Control

There were four different areas where various pre-emergence crabgrass herbicides were applied. In general, one application of calcium arsenate at the rate of 300 pounds to the acre between December and March seemed to give the best carry-over for the control of crabgrass in fine turf. In addition, Dacthal and Zyttron gave excellent control in these experiments. During the question and answer period, it was brought out that there had been no evidence of Dacthal injury to fescue in these experiments, although it has been reported to be detrimental in other areas.

Al Radko, United States Golf Association, reported that golf courses have been largely free of serious disease or insect problems this season. He attributed the fact mainly to the cool nights.

Primarily the day was spent in comparing good, bad, new and old turf grass procedures, many suggestions being offered by participants in informal group discussions. One such suggestion was that lawn maintenance contractors who desire a quick show for their customers should not include more than 10 per cent Red Top in the seed mixture, but should substitute Delta Kentucky bluegrass, instead, as this usually germinates more quickly than ordinary Kentucky bluegrass. It was also noted that, although contractors sometimes overseed a poor lawn area in order to reduce the cost of a job, best results are obtained by roto-tilling or plowing and then treating the area with calcium cyanimid.

### STOCK FOR PLANTERS

[Continued from page 15]

(Scotch) pine, *Pinus sylvestris*, falls into this category, since there are so many variations; the Shore pine (*P. contorta*) and its variation, the lodgepole pine (*P. c. latifolia*) line up here, too, as does the Japanese black pine (*P. thunbergi*).

Anyone who has seen the flat-spreading form of a Japanese black pine along the sea coast has an idea of what can be done. This same pine, as well as the Japanese white pine, makes good bonsai material. This is an indication of how they can be manipulated.

Further analysis of the situation in

## B&B TAXUS

in variety including:

### DENSIFORMIS AND BROWNI

Heavy sheared, transplanted or root-pruned frequently.

### CRIMSON KING MAPLES

well-spaced, good heads, up to 2 to 2 1/2-in. cal.

### PINK DOGWOODS

Spaced 4 x 6 ft., root-pruned, sizes up to 10 ft.

Write for price list. All stock certified for western shipment. We would enjoy having you visit us and look over our stock.

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## ORDER NOW!

### Spruce, Colorado Green

2 to 2 1/2 ft. .... \$ 5.00  
2 1/2 to 3 ft. .... 5.50  
3 to 3 1/2 ft. .... 6.00  
3 1/2 to 4 ft. .... 7.00  
4 to 5 ft. .... 8.00  
5 to 6 ft. .... 10.00

### Spruce, Colorado Blue

2 to 2 1/2 ft. .... 6.00  
2 1/2 to 3 ft. .... 7.00  
3 to 3 1/2 ft. .... 8.00  
4 to 5 ft. .... 12.00  
5 to 6 ft. .... 15.00

### Scotch Pine

2 1/2 to 3 ft. .... 3.50

### QUEENS AVENUE NURSERY

Phone: FL 3-0258 New York, N. Y.

310 Woodland Ave.

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In Wide Assortment

Acer atropurpureum Bloodgood, Azaleas, Berberis, Cornus florida rubra, Evergreens, Ilex, Magnolias, Hybrid Rhododendrons, Taxus, in variety, etc., in 1, 2 and 3-yr. transplants at competitive prices. Write for list on business stationery.

### DEERFIELD NURSERIES

Deerfield, N. J.



When you look for Euonymus—  
LOOK for the EMERALD!

CORLISS BROS., INC. Ipswich, Mass



# PACIFIC COAST NURSERY

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**Pioneering Seedling Growers on  
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**Bartlett Pear Seedlings,**  
Str. and Br.

**French Pear Seedlings,**  
Str. and Br.

**Calleryana Pear Seedlings,**  
Str.

**Manchu Cherry Seedlings**  
(*Prunus tomentosa*)

**Mahaleb Cherry Seedlings**

**Mazzard Cherry Seedlings**

**Myrobalan Plum Seedlings**

**American Plum Seedlings**

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**Combination carloads to eastern distributing points.**

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**Props.**

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One of the largest blocks of hardy, northern-grown Ilex. Heavy, well-sheared plants with exceptionally good color. Prices are each per 100 (25 or more). Write for special quotation on large quantities.

18 to 24 ins. ....	\$3.00
24 to 30 ins. ....	3.75
30 to 36 ins. ....	5.50
3 to 3½ ft. ....	6.50

### ANGELICA NURSERIES

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In varieties,  
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## ROSES

Central Pennsylvania Grown  
2-yr.-old, field-grown plants.  
Hybrid Teas—Floribundas—Climbers

### EVERGREENS

Landscape Material  
Twice transplanted, regularly sheared.  
Young, salable evergreens for cash-and-carry  
trade of garden shops, roadside markets and  
nurseries.

Write for wholesale price list.

### SHADE'S NURSERY

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### NURSERY SALES, INC.

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Landscape-size Evergreens, Azaleas,

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Specializing in heavy, quality,  
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Secane, Pa.  
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Mention The American Nurseryman when you write.

## SMALL FRUIT PLANTS

Grapes

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FIR  
PINE  
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### TRIM TREE NURSERY

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## For Quality Stock— RICKERT NURSERIES

Successor to Moon's

Established 1767

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illustrations D and E will show that continuity is provided by the simple inclusion of boulders in the composition. The single boulder beyond the bed is very much a part of the composition. The latter is noticeable in illustration J, which was photographed as one leaves the store (in reverse to illustration E). Attention is carried first to the single boulder and then to the boulders beyond. Circulation, interest and composition are achieved in this simple manner.

The Mugho pine, the bittersweet on the board wall and the thornless honey locust have a softening effect on the whole theme and yet are very much at home with the surroundings.

Illustration K shows another bed that does nothing except to display spruce and junipers. It is not a part of anything in particular.

The point I am making, other than to say that poor (illustration K) and good (illustration E) composition is present, is that simple solutions can be arrived at with little variety and few plants.

This discussion of planters will be concluded in the October 15 issue of this magazine.

### ARROWHEAD CONFERENCE

[Continued from page 13]

sions, a variety of recreation was offered at the conference center and in the nearby resort area of Lake Arrowhead.

The conference sessions showed that there are sound, established principles common to all types of business for improving management and increasing profits. The conferees who put these principles into practice will benefit themselves individually and the nursery industry generally.

### Conference Attendants

Following is a list of those who attended the Lake Arrowhead conference:

Armstrong, John A., Jr., Armstrong Nurseries, Ontario, Calif.  
Bacigalupi, Walter P., Sunnyside Nursery, San Anselmo, Calif.  
Bond, Winsor H., May Nursery Co., Yakima, Wash.  
Borchers, Walter C., W. B. Clarke & Co., San Jose, Calif.  
Corey, Eugene, Armstrong Nurseries, Ontario, Calif.  
Dering, E. P., Peterson & Dering, Scappoose, Ore.  
Edwards, Tom E., Roy F. Wilcox & Co., Santa Barbara, Calif.  
Gerber, William H., Portland Wholesale Nursery Co., Portland, Ore.  
Haight, George S., Stocking Rose Nursery, San Jose, Calif.  
Hemmings, William D., Buckley Nursery Co., Buckley, Wash.  
Howard, Charles S., Jr., Howard Rose Co., Hemet, Calif.

[Concluded on next page]

# HILLMAN WREATH RINGS AND MACHINE

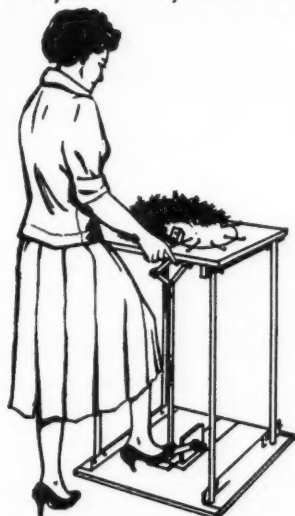
689 RIVER DRIVE • SWARTHMORE 6-1236 • EAST PATERSON, NEW JERSEY

Why continue to hand-wrap evergreen wreaths? You will find, as many thousands have already discovered, the time you save will amaze you when you make Christmas wreaths the Hillman way.

Anyone can operate a Hillman wreath-making machine, thereby reducing the need for experienced labor. Here is the answer to the problem of meeting heavy demands, for now Christmas season wreaths, roping, sprays, crosses and grave blankets can all be made the Hillman way.

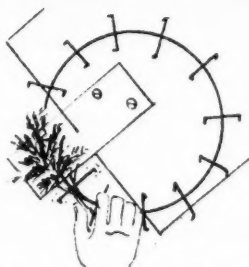
## HOW TO INSTALL THE WREATH MACHINE

1. Make sure the connecting rod is straight up and down.
2. Foot pedal must touch the floor before the jaws are completely closed.
3. Adjust the cams on the sides of the jaws so that the clip fits snugly.
4. Adjust the jaws when you use a different size clip.
5. Oil moving parts occasionally.



Insert your Hillman machine into a table slot or clamp it to the outside of a bench. The Hillman machine is completely portable; when not in use, it can be taken down and stored away. **All machine parts are guaranteed, regardless of the year purchased;** any broken part will be replaced without cost. (Springs are free.)

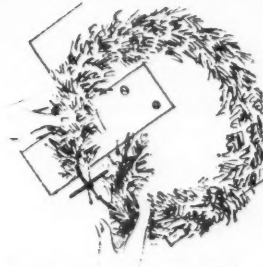
## TO MAKE A WREATH—FOLLOW THESE INSTRUCTIONS



Step 1. Place clip of ring into jaws of machine. Place greens into clip and step on foot pedal to close clip over greens.



Step 2. Repeat same operation as you move clockwise. The amount of greens in each clip depends on whether the wreath is light or heavy.



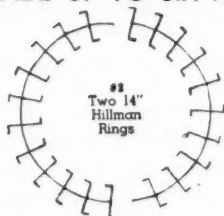
Step 3. To finish wreath, lift first handful of greens with right hand and place last bunch of greens into last clip with left hand. After closing clip, allow first greens to fall into place.

## INSTRUCTIONS FOR EXTRA-LARGE WREATHS

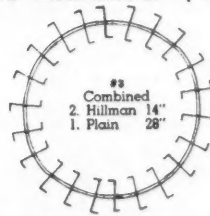
ANY SIZE WREATH CAN BE MADE UP TO SIX FEET — See illustrations 1, 2 and 3.



#1  
One 28"  
Plain  
Ring



#2  
Two 14"  
Hillman  
Rings



#3  
Combined  
2. Hillman 14"  
1. Plain 28"

1. Cut Hillman rings with wire cutter and place under plain ring.
2. Complete one section with Hillman ring at a time.

## OTHER USES FOR RINGS

- Good or defective rings can be used to make up crosses or grave sprays.
- In making sprays, skip every other clip.
- Cut rings apart and straighten to size desired.
- In making crosses, skip one section where greens cross.

**Jobbers from Coast to Coast—Write for free brochure**





P. O. Box 1000

East Hartford, Conn.

**Taxus cuspidata**

12 to 15 ins. ....\$2.25  
15 to 18 ins. .... 3.00

**Juniperus hetzi**

12 to 15 ins. .... 1.70  
15 to 18 ins. .... 2.25

**Taxus capitata**

18 to 24 ins. ....\$4.00  
2 to 2½ ft. .... 5.50

Plants are sheared heavy and root pruned.

Nurseries at: Pigeon Hill Rd., Windsor, Conn.

**Juniperus pfitzeriana**

12 to 15 ins. ....\$1.70  
15 to 18 ins. .... 2.25

**Thuja pyramidalis**

2 to 3 ft. .... 2.25  
3 to 4 ft. .... 3.00

**BOBBINK NURSERIES, INC.**

Specialists in Coniferous and  
Broad-Leaved Evergreens,  
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plants and other horticultural sub-  
jects, write for our new descrip-  
tive list of "Books for Nursery-  
men", dated May 1, 1960.

**AMERICAN NURSERYMAN**

343 S. Dearborn Chicago 4, Ill.

**B & B EVERGREENS****ARBORVITAE****HEMLOCK JUNIPER  
TAXUS**

Nursery located north end of Broad  
Brook on Connecticut Highway  
No. 140.

Ask for Wholesale Price List

**E. NORMAND MYERS**

Nurseryman  
Broad Brook, Conn.

**QUALITY NURSERY STOCK  
IN LANDSCAPE SIZES**

**SHADE TREES:** Maple — Norway,  
Scarlet and Sugar, Niobe Weeping  
Willow and Pin Oak. Sizes on most  
shade trees are in the 2 to 5-in.  
cal. size.

**EVERGREENS:** Austrian Pine, up  
to 6 ft. Hetz Juniper, 18 to 24 ins.  
and 2 to 2½ ft.

Write for Price List.

**BAKER'S NURSERIES**

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**FRUIT TREES**

STANDARD and DWARF

Write for wholesale list.

**MALONEY BROS. NURSERY CO., INC.**

Dansville, N. Y.

**DE GROOT BULB CO.**

HOLLAND AND DOMESTIC BULBS

for Spring and Fall

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**W. T. SMITH CORP.**

Wholesale Nurseries

Geneva, N. Y.

Phone: 2689

Huston, Don, Rowland Landscaping &  
Sprinkler Co., Inc., Albuquerque, N. M.  
June, Norman H., Junay's Garden Cen-  
ter, Portland, Ore.

Kallman, Robert E., Kallman Nurseries,  
Santa Barbara, Calif.

Kilner, Richard B., American Nursery-  
man magazine, San Francisco, Calif.

Melott, Wayne H., Carlton Nursery Co.,  
Inc., Forest Grove, Ore.

Moore, Robert D., Monrovia Nursery  
Co., Azusa, Calif.

Mordigan, Peter, Mordigan Evergreen  
Nurseries, San Fernando, Calif.

Nuffer, Don L., Mountain View Nurs-  
eries, Inc., Troutdale, Ore.

Nuffer, J. Stanley, Mountain View  
Nurseries, Inc., Troutdale, Ore.

Nuffer, Wendall P., Mountain View  
Nurseries, Inc., Troutdale, Ore.

Pearcy, Martha Jane, H. L. Pearcy  
Nursery Co., Salem, Ore.

Perry, Donald C., Sunnyside Nursery,  
San Anselmo, Calif.

Perry, James C., Perry's Plants, Inc.,  
Montebello, Calif.

Poppe, Victor H., Rowland Landscap-  
ing & Sprinkler Co., Inc., Albuquerque,  
N. M.

Porterfield, Curtis H., American Asso-  
ciation of Nurserymen, Washington, D. C.

Prickett, Harold B., Prickett's Nursery,  
Santa Rosa, Calif.

Ritter, Walter C., Walt Ritter's Garden  
Town, Spokane, Wash.

Schenone, Louis D., Pacific Nurseries,  
Inc., Colma, Calif.

Stansfield, E. M., S. & H. Landscape  
Nursery, Central Point, Ore.

Stansfield, E. M., Mrs. S. & H. Land-  
scape Nursery, Central Point, Ore.

Stribling, Willis A., Stribling's Nurs-  
eries, Inc., Merced, Calif.

Tomlinson, Frank, Select Nurseries,  
Inc., Brea, Calif.

Von Kempf, Paul, Pacific Nurseries,  
Inc., Colma, Calif.

Wade, Stewart L., Orchard Nursery &  
Florist, Lafayette, Calif.

Webb, Edward O., III, W. B. Clarke  
& Co., San Jose, Calif.

Weeks, Wayne L., Weeks' Berry Nurs-  
ery, Salem, Ore.

Whiteford, Archie, J. Frank Schmidt &  
Son Co., Troutdale, Ore.

Williams, Patrick M., University of  
California, Los Angeles, Calif.

McDonnell, Jack, McDonnell Nursery,  
Oakland, Calif.

Mulholand, Matt, McDonnell Nursery,  
Walnut Creek, Calif.

MANN'S NURSERY, Petaluma,  
Calif., was awarded first place in the  
professional nurserymen's and land-  
scape contractors' class in the flori-  
culture department at the Sonoma  
county fair. The display, using a  
summer cabin front, was designed  
and built in part by Walter W. Lei-  
ser, owner.

GEORGE TABER, JR., president  
of the Glen Saint Mary Nurseries  
Co., Glen Saint Mary, Fla., spoke on  
the history and development of his  
75-year-old firm, one of the largest  
in north Florida, at a recent meeting  
of the Rotary Club at Live Oak, Fla.

TOURING the Will O'Dell Nurs-  
ery, Mansfield, O., recently were  
members and guests of the Windy  
Knoll Garden Club.

**PINUS THUNBERGI LINERS  
AND FINISHED STOCK  
BLACK PINE**

	Per 1000
1-yr., S., 3 to 5 ins. . . . .	\$ 30.00
2-yr., S., 6 to 10 ins. . . . .	50.00
3-yr., S., 15 to 20 ins. . . . .	75.00
4-yr., S., 18 to 24 ins. . . . .	150.00
3-yr., T., 12 to 18 ins. . . . .	250.00
4-yr., T., 18 to 20 ins. . . . .	500.00
5-yr., T., 24 to 30 ins. . . . .	1000.00

	Each
2 to 3 ft., sheared, B&B . . . . .	\$ 4.00
3 to 4 ft., sheared, B&B . . . . .	7.50
4 to 5 ft., sheared, B&B . . . . .	10.00
5 to 6 ft., sheared, B&B . . . . .	12.50
6 to 8 ft., sheared, B&B . . . . .	20.00

Our Black Pine are grown from a Northern Japan Compact strain and are very dark green in color.

**BAIER LUSTGARTEN**

Jericho Turnpike, Middle Island, L. I., N. Y.

Phone: Yaphank 4-3444

Long Island's Largest Nurseries

WRITE FOR CATALOG

## PRICES AND PROFITS

*Comments on Business Management in the Nursery*

*By John J. Pinney*

### PRICE PARADOXES

I should like to employ a little modern slang to inquire "how crazy and mixed up can the nursery business get?"

Whenever nurserymen are quoted a price higher than the one quoted previously on something they buy that is not nursery stock, they are philosophical about it. Consciously or unconsciously they acknowledge that the higher price is probably necessary. They realize that costs, including labor, are steadily rising. Accordingly, when the newspaper announces higher advertising rates and the paper house raises the cost of kraft by a cent, the telephone company boosts its rates and Uncle Sam charges higher postage, nurserymen take it as a matter of course. They may not like it but they do not doubt the necessity.

While on the subject of costs, I should like to ask whether any nurseryman can think of any of his costs that have gone down in recent years. Is he paying less for any supplies he buys or utilities he uses? Does his labor cost less? He may reply that those are foolish questions, that everyone knows it is costing more to do business and that the costs are constantly rising.

It is logical to conclude, therefore, that nurserymen, like all other businessmen, have raised their prices to offset the increased cost of doing business. It is a simple matter of arithmetic that, if what one has to sell costs more to produce, one has to raise his prices to stay in business.

### Have Prices Increased Greatly?

If one asks representatives of the nursery industry: "Have you raised your prices?", there is silence. Can it be that the nursery industry has absorbed all increased costs and still manages to survive, or has it raised its prices so much that it is ashamed to acknowledge it? Curiosity is aroused and I shall endeavor to find the answer.

The newspapers are filled with advertisements of nursery stock because this is the time of year when nurserymen do the greatest volume of business. Scanning some of the ads, one can find, for instance, that Pfizer juniper, 18 to 24 inches, can be bought for \$1.99, "a regular \$4

value." If one prefers a larger size, one can have a 30 to 36-inch plant for only \$4.99, although "it is really a \$9.95 value." Three 2-year-old, field-grown rosebushes can be purchased for 99 cents, but to make sure that the customer will get his money's worth, he will receive a 1-pound bag of fertilizer free for every three roses purchased.

Another advertisement offers an arborvitae, 30 to 36 inches tall, in "its own attractive yellow pot," which can be purchased for \$3.98, although, one is assured, it is worth \$5.98. Best of all, however, is the fact that there is "no need to remove from pot—simply plant pot and plant, pot acts as mulch." This is something new — an underground mulch!

### Shade Trees Are Cheap

If shade trees are what one desires, this advertisement offers a choice of 10, yes 10, popular varieties, includ-

ing pin oak, sugar maple and sycamore, for only \$1.98. The trees are really worth \$3.98 each so one will, in effect, be stealing them if one buys. Not such a big steal, however, as when one buys these advertised fruit trees for only \$1.99 each, because it says right here that they are worth \$4.95.

If one consults his favorite mail-order catalog, he will soon discover that he should not have bought the fruit trees last year. Then the plum trees cost \$1.98, while this year the same size sells for only \$1.89. Apricots were \$2.35 last year, but now they are only \$2.25. The Virginiana juniper bought last year at the cost of \$7.49 can this year be bought for \$6.98.

One hopes that perhaps the wholesale price lists will make more sense, but one is soon disillusioned when reading that *Spiraea vanhouttei*, which was priced at 50 cents last year, costs only 40 cents this year. *Althaeas* seem to be more stable, but yet their price has dropped by a nickel. Just out of curiosity one might look up the wholesale price of Pfizer juniper, 18 to 24 inches, and find it to be \$3; it would be better to buy it at retail for \$1.99. One is reassured to find that roses (nonpatented) are still about 60 cents each, but then

## New and Coming Sure-Fire Roses



**DRESDEN** (Plant Patent No. 1857), retail \$3.50. One of the finest new roses of the world. Vigorous hybrid tea bush producing prize-winning quality blooms. 55 or more petals. Color is white with very light pink blush. In warm weather the bloom is often pure white. The dark green foliage is disease resistant. This variety has been tested and enthusiastically received in all parts of the country.

**PUREGOLD** (Plant Patent No. 1859), retail \$3.00. A rich yellow-colored hybrid tea with long pointed bud and color that never fades. Bloom repeats well. Very lustrous foliage.

**BROCADE** (Plant Patent No. 1856), retail \$3.00. A bicolor rose-pink and white hybrid tea. Tall-growing bush produces flowers almost as large as Peace. Flowers have firm texture and nice fragrance.

**BINGO** (Plant Patent No. 1392), retail \$2.50. A luminous deep red hybrid tea with grandiflora tendencies. Has been gaining in popularity each year since introduction. Rated 7.7 on list of high-rated red hybrid teas. Wonderful fragrance.

**PINK FRAGRANCE** (Plant Patent No. 1493), retail \$2.25. A deep pink hybrid tea with excellent bud form and very lustrous foliage. Delightful strong fragrance. Excellent repeat bloomer.

ASK YOUR GROWER OR WRITE:

**THE MONROE NURSERY CO.**

*Ilgenfritz Since 1847*

Box 665

Monroe, Mich.



# NEPCO LAKE NURSERY



## TOP QUALITY NORTHERN GROWN EVERGREENS

- seedlings
- transplants
- lining-out stock

WRITE FOR CURRENT PRICE LIST

NEKOOSA-EDWARDS PAPER CO., PORT EDWARDS, WIS. • PHONE TUXEDO 7-3250

one is disillusioned again when one recalls that that was the wholesale price 40 years ago. Perhaps it costs less to produce roses now than it did then.

I have thought all along that the costs of nursery production were rising, but maybe I am wrong. This brings me back to my original question, "how crazy and mixed up can the nursery business get?"

### GARDEN CENTER PANEL

[Continued from page 10]

dering why their sales decline in the slack seasons. The small advertiser should stick to a well-defined, consistent plan for his advertising, selecting the best media available, being particularly careful to avoid media which do not cover the market in which he is interested. The nurseryman may as well forget about advertising rather than advertise in media which deliver only waste circulation.

Mr. Wilson closed his remarks by saying that the objectives of an advertising program can be to introduce new products, promote the sale of old lines or develop an image in the public's mind as to the integrity of the firm advertising. But to use advertising to pick up sales after they have taken an extreme down-

### PINE CHRISTMAS TREES

Scotch Austrian Red  
Pine Boughs

Pool truckloads to many areas.  
Full truckloads anywhere.

WE GROW WHAT WE SELL.

### GATEWOOD TREE FARMS

L. C. Gatewood Betty Gatewood  
Leavenworth, Kan. Hart, Mich.

### 1960-61 SPECIALTIES

Clematis  
Garden Mums  
Ground Covers

To stay abreast of the best varieties offered in these ever-popular, profit-making items, make sure you are on our mailing list.

GUNNINGHAM GARDENS, INC.  
Waldron, Ind.

### Seedlings and Transplants

NEWPORT NURSERY CO.

Newport, Mich.

### SMALL FRUIT PLANTS and VEGETABLE ROOTS

We grow for the wholesale trade only.

KRIEGER'S WHOLESALE NURSERY  
Bridgman, Mich.

Peach  
Hydrangea P. G.  
Hydrangea P. G. (Tree Form)  
Ornamental Trees  
Grapevines, 1-yr. and 2-yr.

Thorne Brewster

WILLOWBEND NURSERY  
PERRY, O.

### Scarff's Nursery

FRUITS  
ORNAMENTALS  
LINING-OUT STOCK

Send for Complete Trade List.  
NEW CARLISLE, O.

## TO THE TRADE

Fall, 1960 — Spring, 1961

### SPECIMEN LANDSCAPE STOCK

#### 3000 TAXUS

Hicksi, 24 ins. to 3½ ft.  
Cuspidata, 30 ins. to 4 ft.  
Densiformis, 24 to 30 ins.  
Capitata, 30 ins. to 5 ft.  
Browni, 18 to 30 ins.  
Intermedia, 18 to 24 ins.

#### 2500 SHADE TREES

1½ to 4-in. cal.

Sugar Maple — Sweet Gum — Sycamore — Pin Oak — Acer Rubrum — Crimson King Maple — Hackberry — Honey Locust: Moraine, Skyline, Imperial, Sunburst — Norway and Silver Maple — White Birch — Mt. Ash — Dogwoods, etc.

#### 4000 FLOWERING SHRUBS

Heavy Leading Varieties  
3 to 4 ft., 4 to 5 ft., 5 to 6 ft.

#### 6000 EUONYMUS—Special

Euonymus alatus compactus	Each
18 to 24 ins.	\$0.90
24 to 30 ins.	1.30
30 to 36 ins.	1.80
3 to 3½ ft.	2.00
3½ to 4 ft.	2.50

Euonymus vegetus	
15 to 18 ins.	1.35
18 to 24 ins.	2.00
24 to 30 ins.	2.50

Euonymus radicans erectus, field-grown	
12 to 15 ins.	.50
15 to 18 ins.	.80
18 to 24 ins.	1.25

Hundreds of Other Items Not Mentioned  
Phone, write or visit our nurseries for your landscape needs. You are always welcome.

Write for Wholesale List

### THE PRICE NURSERIES

2014 N. Michigan St.  
Plymouth, Ind.  
Phone: WE 6-4459



### MILLIONS OF GROWING CHRISTMAS TREES

Low, low prices on top-quality Scotch, Austrian and Red Pine. We specialize in carload (1000 trees) lots, cars loaded near Cadillac, Mich.

W. O. KING

P. O. Box 448 Mt. Clemens, Mich.

### DUGAN'S CHOICE NURSERY-GROWN PLANTS!

See pages 26 and 27, August 15, 1960, issue of American Nurseryman, for complete list or write.

DUGAN NURSERIES, INC.  
Center St. Perry, Ohio

turn is a mistake. Another common error is trying to cram everything into one ad and depending on a 1-time insertion to do the job. A planned, concentrated and well-executed advertising program is always best.

After Mr. Wilson's talk, "Doc" Thompson spoke on selling points and the handling of sales personnel. Mr. Thompson said selling is essentially treating the customer with interest. One should be ready to demonstrate the differences in competitive products. If need be, the seller should take a customer outdoors and show him the differences and benefits in his products over those of competitors. The products should be shown in their natural environment. Mr. Thompson stated further that a soft sell is best in the nursery business, because one is selling beauty. It is best to get the customer into conversation about plants, find out what he wants to do and then offer suggestions accordingly. A customer must be sold, but his confidence must be gained first.

#### Personnel Pointers

Concerning sales personnel, Mr. Thompson said that some form of identification should be worn by the sales person, and if he has a title, this information should also appear. This plan serves the dual purpose of increasing the employee's feeling of prestige and helping the customer to identify the person he has dealt with when returning to the store for additional purchases. All sales personnel should be thoroughly indoctrinated on technical points, good greeting procedures, the salient points of the products handled and proper selling techniques. An employer should become familiar with the personality, character traits and personal problems of his employees. This will promote amiable relations between the employer and his employees. If an employee is interested in bettering himself by taking courses in salesmanship, horticultural subjects, etc., the employer should encourage him by offering to pay the tuitions for such courses.

The panel discussion was then opened for questions from the floor. The first question was posed to Mr. Wilson. He was asked how he would rate different advertising media. Mr. Wilson said that the best way to determine the proper medium to use is to consider the characteristics of the nurseryman's own market, but, generally speaking, newspapers are most effective for local promotions, with radio and TV being good to stimulate impulse buying. Direct

## QUALITY NURSERY STOCK

### In Finished and Lining-Out Grades

Norway Maple  
Schwedler Maple  
Euonymus alatus  
Euonymus alatus compactus  
Prunus cistena

## LINING-OUT EVERGREENS

Arborvitae, Woodward Globe  
Arborvitae, Pyramidal  
Juniper, hetzi  
Juniper, Pfizer  
Taxus cuspidata  
Taxus media hicksi

Write for sizes and  
quantity prices.

## FANCHER'S NURSERY

Sturtevant, Wis.

## ROSES

### Quality and Service

MENTOR  
ROSE GROWERS, INC.  
445 Little Mountain Rd.  
Mentor, Ohio

### SWEETHEART IVY

(Hedera Helix 238th St.)

Lovely heart-shaped leaves on sturdy stems. Extremely hardy.

	Per 100	Per 1000
Rooted cuttings	\$15.00	\$130.00
2¼-in. pot plants	25.00	200.00

GILSON GARDENS,  
Perry, Ohio

### ARMINTROUT'S EVERGREEN NURSERY ALLEGAN, MICH.

Seedlings—Transplants  
Finished Stock  
Send for price list.

### AMERICA'S BEST SOURCE FOR

## HARDY PLANTS

Write for Trade List MENTOR, OHIO

Wayside Gardens

mail should be an important supplement to any advertising program.

### Pricing

The next question, addressed to Mr. Biggs, was what markup should be made on delivered merchandise? Mr. Biggs stated that an item which costs the nurseryman 40 cents should not be sold for less than \$1.

Following this, it was asked what course to pursue when trying to sell a plant for more than the price offered by a competitor. "Doc" Thompson answered this one by saying that you should tell a customer that you are selling quality merchandise and that you will stand behind the quality of your plant; if it fails, you will replace it.

Mr. Crum added that at Rosedale's the effort is not to try to match the prices of their competitors, but rather to select noncompetitive-type plants for promotions. Many of these plants are gathered from the far corners of the world and are not offered by competitors, especially chain-store competition. Mr. Crum added that Rosedale's refuses to engage in cut-throat competition.

The question was then asked whether it is better to handle national brands or local brands in such lines as insecticides and fertilizers. Mr. Driftmeir said that the best course to follow is to use the product that is more extensively advertised in the particular market area.

In continued advertising questioning, Mr. Wilson was asked how continuity is best obtained in advertising. He said that it depends on the extent of the budget; if the budget permits, the program should cover the entire year. However, if a nurseryman is operating on a small budget, the best course to follow is to use a heavy concentration in peak periods and more limited advertising during slower times.

Mr. Crum was then asked the question, "After you have become established, can you cut your ad budget?" Mr. Crum's response evoked laughter from the audience. He said, "No, it is like having the bull by the tail; you are afraid to let go." He added that Rosedale's advertising budget has averaged from 5 to 7 per cent annually, year after year. The final question was also directed to Mr. Crum. He was asked what types of advertising Rosedale's uses. In response, he said that about 90 per cent of the budget is allocated to newspapers, with the heaviest advertising being scheduled during the spring and fall promotions.

Chairman Don West then brought the garden center program to a close.

## QUALITY SEEDLINGS-TRANSPLANTED LINERS

Fall, 1960—Spring, 1961

	50 or more per 100	500 or more per 1000	5000 or more per 1000
<b>Taxus cuspidata capitata</b> (Upright Yew), seed-grown			
X, 10 to 14 ins. ....	\$30.00	\$225.00	\$210.00
X, 6 to 10 ins. ....	22.50	165.00	150.00
(3-0), 4 to 8 ins. ....	9.00	75.00	65.00
<b>Taxus, 3-yr., T.</b>			
Media hicksi, 10 to 12 ins. ....	45.00	400.00	...
Media hatfieldi, 10 to 12 ins. ....	45.00	400.00	...
Media browni, 6 to 8 ins. ....	45.00	400.00	...
Densiflora, 6 to 8 ins. ....	45.00	400.00	...
<b>Pfitzer Juniper</b>			
X, 8 to 10 ins. ....	35.00	...	...
<b>Colorado Blue Spruce</b>			
XX, 10 to 15 ins. ....	65.00	600.00	...
X, 10 to 14 ins. ....	18.00	135.00	125.00
X, 6 to 10 ins. ....	12.00	90.00	85.00
(3-1), 6 to 12 ins. ....	10.00	65.00	60.00
(3-0), 3 to 6 ins. ....	6.00	24.00	22.00
(3-0), 6 to 10 ins. ....	7.50	32.00	30.00
<b>White Spruce</b>			
(3-0), 5 to 10 ins. ....	7.00	30.00	28.00
<b>Black Hills Spruce</b>			
(3-1), 5 to 10 ins. ....	10.00	60.00	...
(3-0), 3 to 6 ins. ....	6.00	24.00	22.00
(3-0), 6 to 10 ins. ....	7.00	30.00	28.00
<b>Norway Spruce</b>			
X, 8 to 12 ins. ....	12.00	90.00	85.00
(3-1), 6 to 12 ins. ....	10.00	65.00	60.00
Understocks, 5/16-in. cal. and up	12.00	75.00	...
(3-0), 3 to 6 ins. ....	6.00	24.00	22.00
(3-0), 6 to 10 ins. ....	7.00	30.00	28.00
<b>Ponderosa Pine</b>			
X, 12 to 15 ins. ....	10.00	60.00	...
X, 8 to 12 ins. ....	8.00	45.00	40.00
<b>Austrian Pine</b>			
X, 10 to 15 ins. ....	10.00	55.00	...
X, 6 to 10 ins. ....	8.00	40.00	38.00
<b>White Pine</b>			
XX, 12 to 15 ins. ....	35.00	...	...
<b>Norway Pine</b>			
XX, 15 to 18 ins. ....	40.00	...	...
XX, 12 to 15 ins. ....	30.00	...	...
<b>Riga Scotch Pine (Poland)</b>			
XX, 15 to 18 ins. ....	40.00	...	...
XX, 12 to 15 ins. ....	30.00	...	...
<b>Scotch Pine, Auvergne</b>			
XX, 15 to 18 ins. ....	40.00	...	...
XX, 12 to 15 ins. ....	30.00	...	...
(2-1), 3 to 6 ins. ....	8.00	32.00	28.00
(3-0), 10 to 16 ins. ....	6.00	26.00	22.00
(3-0), 6 to 16 ins. ....	6.00	23.00	19.00
(3-0), 6 to 10 ins. ....	6.00	20.00	16.00
<b>Douglas Fir (Taxifolia glauca)</b>			
(2-1), 5 to 10 ins. ....	8.00	35.00	32.50
(3-0), 8 to 12 ins. ....	8.00	35.00	32.50
(3-0), 4 to 12 ins. ....	7.00	30.00	27.50
(3-0), 4 to 8 ins. ....	6.00	27.50	25.00

Illustrated list sent on request. Samples of transplant sizes at 100 rate; seedlings no charge.

Order minimum \$10.00, transplants 10, seedlings 50.

### CHRISTMAS TREES

We invite you to see the Scotch Pines growing on our farms, to be selected and shipped this year. Sheared, shaped, conditioned and will be well-handled for profitable sale on your lot. See them soon. Be assured you will have quality stock when you want it.

### MATTHEWS NURSERY

Harbor Springs, Mich.

Telephones: 123 or 732

### LINDENS — MAPLES — PIN OAKS — HONEY LOCUSTS — LONDON PLANES

1 1/4-in. to 10-in. cal.

Complete Selection of Quality  
Landscape-Size Plant Material

R. J. SORDET & ASSOCIATES

Box 110

Villa Park, Ill.



Wholesale growers of the best  
Ornamental Evergreens  
Deciduous Trees  
Shrubs and Roses

Write for our current trade list.

**The Kallay Brothers Co.**  
1251 Madison Ave. PAINESVILLE, O.

### "TREES THAT PLEASE"

Evergreens  
Shade Trees  
Seedlings  
Shrubs  
Write for price list.

**PLUMFIELD NURSERIES**

Box 471

Fremont, Neb.



# **NOW! RESERVED ORDER YOUR**

**TO INSURE YOUR COMPLETE SELECTION,  
PLACE YOUR ORDER NOW ... EACH PLANT  
WILL BE SELECTED AND RESERVED FOR  
YOUR SPECIFIC SHIPPING DATE IN THE  
SPRING**

**ANY ORDER OF \$250<sup>00</sup> or MORE  
DELIVERED DIRECT TO YOUR NURSERY**



**We ship all over the United States. For complete details on  
semi-shipments direct to your nursery, write for further infor-  
mation. When ordering a full truck load it will result in  
additional saving on freight.**

**PACKING, LOADING AND BRACING ARE FREE.**

# OUR Spring PROFITS

**MN 1, 2 and 5 gal. Container Grown Plants**

*Also* ... Insist on MN Pot-Grown Liners every time

## HERE'S WHY!

- ★ LARGEST SELECTION OF POT-GROWN LINERS IN THE UNITED STATES.
- ★ CAN BE SHIPPED 12 MONTHS OF THE YEAR.
- ★ LESS LOSS.
- ★ HUSKIER LINERS.
- ★ PACKED FREE.
- ★ AND... REMEMBER, WE SHARE YOUR SHIPPING COSTS ON MN LINERS.

Distance is no longer a penalty when you order MN pot-grown liners. No matter where you live, we share your shipping costs with savings up to 50 per cent and more.

No other charges to pay; your share of the shipping costs appears on one bill — at these low rates liners laid down your nursery — via our choice of carrier.

### WEST OF THE MISSISSIPPI

(Including Minnesota and Louisiana)

2 1/4" pot. **1¢**      2 1/2" RP & 3" pot. .... **2¢**

### EAST OF THE MISSISSIPPI

2 1/4" pot. **2¢**      2 1/2" RP & 3" pot. .... **4¢**



# MONROVIA NURSERY Co.

P.O. BOX Q, AZUSA, CALIFORNIA

## NORTHERN - GROWN STOCK

Strict Grading — Well Packed  
Satisfaction Guaranteed

There may be as good — none better.

### TRANSPLANTS

3-yr., 2

Per 100 Per 1000

<b>Colorado Blue Spruce</b>		
8 to 10 ins. ....	\$18.00	\$140.00
6 to 8 ins. ....	15.00	110.00
4 to 6 ins. ....	12.00	90.00
<b>Black Hills Spruce</b>		
8 to 10 ins. ....	18.00	140.00
6 to 8 ins. ....	15.00	110.00
4 to 6 ins. ....	12.00	90.00
<b>Norway Spruce</b>		
12 to 18 ins. ....	15.00	130.00
10 to 12 ins. ....	12.00	100.00
8 to 10 ins. ....	10.00	80.00
Grafting grade, 5/16 to 1/4 in. cal. ....	10.00	75.00
<b>American Arborvitae</b>		
15 to 18 ins. ....	18.00	150.00
12 to 15 ins. ....	15.00	100.00
8 to 12 ins. ....	10.00	80.00
<b>Austrian Pine</b>		
10 to 14 ins. ....	15.00	....
6 to 10 ins. ....	12.00	....

### SEEDLINGS

3-yr.

<b>Norway Pine</b>		
8 to 12 ins. ....	5.00	37.50
6 to 8 ins. ....	4.00	30.00
<b>White Pine</b>		
6 to 10 ins. ....	5.00	30.00
3 to 6 ins. ....	4.00	25.00
<b>Scotch Pine, French</b>		
10 to 14 ins. ....	5.00	27.50
6 to 10 ins. ....	4.00	22.50
<b>Austrian Pine</b>		
8 to 10 ins. ....	6.00	40.00
6 to 8 ins. ....	5.00	30.00
<b>American Arborvitae</b>		
6 to 10 ins. ....	4.00	30.00
<b>Mugho Pine, Tyrolean</b>		
3 to 5 ins., sheared. ....	6.00	40.00
<b>Douglas Fir, taxifolia glauca</b>		
6 to 10 ins. ....	5.00	30.00
<b>Black Hills Spruce</b>		
6 to 8 ins. ....	4.00	35.00
3 to 6 ins. ....	3.00	25.00
<b>Colorado Blue Spruce</b>		
6 to 8 ins. ....	4.50	35.00
4 to 6 ins. ....	4.00	27.50
<b>Norway Spruce</b>		
6 to 10 ins. ....	4.00	27.50
4 to 6 ins. ....	3.00	22.50

Write for special prices on large quantities.

**J. R. PALMER & SON**  
Blackduck, Minn.

### ILEX MENTOR GLOSSY

Not Patented

Growth habit is vigorous, spreading and upright, foliage is glossy dark green with a brilliant luster, hardier than *Ilex convexa*, in the Detroit and Cleveland area winter of 1959-60.

Lining-out, from beds  
2-yr., 6 to 9 ins., 45c each per 100  
Available from:

**GERALD K. KLYN NURSERY**  
Mentor, Ohio

**LINING-OUT and FIELD-GROWN**  
2-yr., 6 to 9 ins., 45c each per 100  
3-yr., 9 to 12 ins., 75c each per 100

	Each	Each
	Per 10	Per 100
12 to 15 ins., B&B ....	\$2.90	\$2.75
15 to 18 ins., B&B ....	3.35	3.25
18 to 24 ins., B&B ....	4.00	3.85
24 to 30 ins., B&B ....	5.00	4.50

NO SHIPPING—PLEASE CALL FOR:

**A. SHAMMARELLO & SON NURSERY**  
4590 Monticello Blvd.  
South Euclid 21, Ohio

## COVER ILLUSTRATION

### *Pinus Ponderosa Scopulorum*, Dwarf

*Pinus ponderosa*, the western yellow pine, is often called bull pine. The species ranges from British Columbia to Mexico, South Dakota and Texas. While it is one of the most important timber trees, often reaching over 150 feet in height, it is far less valued as an ornamental evergreen, even though its coarse branching habit and long needles borne on somewhat pendulous branchlets give this tree a boldly apparent aspect that lends an interesting accent to large-scale conifer plantings. There are but few cultivated forms, and these are little used in the eastern states, although hardy from zone 4 southward.

A varietal form, *P. p. scopulorum*, commonly known as the Rocky mountain yellow pine, is found in South Dakota, Mexico and Texas



*Pinus Ponderosa Scopulorum*, Dwarf

and is listed as being hardy as far north as zone 3. The variety *scopulorum* is smaller in every respect than the type and bears smaller cones; it is from this geographical variant that a dwarf form with horticultural possibilities has been derived.

The specimen pictured on the cover was propagated in 1926 from a mutation found growing among typical plants in a planting of yellow pines set out in Durand-Eastman park by Barney Slavín, then superintendent of Rochester parks. The clone was selected because of its relatively slow growth and heavier, more compact branch formation.

Today, at 32 years, this miniature edition of *P. p. scopulorum* is only

## WISCONSIN-GROWN CHRISTMAS TREES

Balsam Fir, Native  
and Plantation Spruces

Sheared Scotch, White  
and Red Pines

Boughs, Wreaths,  
Roping

Write for List of  
Producers and Products  
Offered in 1960

**WISCONSIN CHRISTMAS TREE  
PRODUCERS ASSOCIATION, INC.**

West Salam, Wisconsin

R. B. Tremain, Secty.-Treas.

## EVERGREEN SEEDLINGS and TRANSPLANTS

For Fall and Spring Delivery

Per 1000

<b>Colorado Blue Spruce</b>	
4-yr., T., 7 to 14 ins. ....	\$75.00
4-yr., T., 4 to 7 ins. ....	50.00
<b>Norway Spruce</b>	
4-yr., T., 10 to 16 ins. ....	55.00
2-yr., S., 4 to 8 ins. ....	18.00
<b>White Spruce</b>	
4-yr., T., 10 to 16 ins. ....	49.00
4-yr., T., 5 to 9 ins. ....	32.00
<b>Black Hills Spruce</b>	
4-yr., T., 8 to 12 ins. ....	60.00
<b>Concolor Fir</b>	
4-yr., T., 5 to 10 ins. ....	85.00
4-yr., T., 3 to 5 ins. ....	50.00
<b>Blue Douglas Fir</b>	
4-yr., T., 7 to 12 ins. ....	50.00
4-yr., T., 5 to 7 ins. ....	40.00
<b>Gray Douglas Fir</b>	
4-yr., T., 12 to 20 ins. ....	60.00
4-yr., T., 8 to 12 ins. ....	45.00
2-yr., S., 4 to 8 ins. ....	18.00
<b>Balsam Fir</b>	
4-yr., T., 9 to 14 ins. ....	60.00
2-yr., S., 2 to 4 ins. ....	12.00
<b>Scotch Pine (Spanish Sierra or French Auvergne)</b>	
3-yr., T., 7 to 14 ins., 6 to 12 branches per plant ..	45.00
2-yr., S., 7 to 10 ins. ....	15.00
<b>Scotch Pine, nonyellowing</b>	
4-yr., T., 12 to 16 ins. ....	60.00
8 to 12 ins. ....	35.00
<b>Scotch Pine (Bavarian)</b>	
4-yr., T., 10 to 14 ins. ....	50.00
6 to 10 ins. ....	30.00
<b>Scotch Pine (Austrian Hills)</b>	
4-yr., T., 12 to 16 ins. ....	40.00
2-yr., S., 8 to 12 ins. ....	15.00
<b>Austrian Pine</b>	
4-yr., T., 12 to 16 ins. ....	55.00
3-yr., T., 6 to 10 ins. ....	40.00
3-yr., T., 4 to 6 ins. ....	20.00

Full satisfaction guaranteed. All transplants are very heavily branched.

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Madison, Ohio



seven feet high and retains the characteristics that were dominant in the seedling. Where a contrasting plant is wanted for accent, in a small-area planting, the dwarf western yellow pine is well suited for that purpose.  
J. G.

### SAGAMORE CONFERENCE

[Continued from page 12]

nurserymen, under the guidance of a leader, discussed their own business procedures as related to the morning's topic.

At 3:15 p. m., the "buzz sessions" ended and the rest of the afternoon was open for boating, fishing, swimming or other recreational activities. After the evening meal at 6 p. m., the nurserymen gathered in the conference building for an evening critique. Reports of the afternoon "buzz sessions" were heard and questions could be asked of the professor who lectured in the morning's session.

Adjourning at 9:30 p. m., the nurserymen gathered in the recreation hall for coffee and sandwiches, playing ping-pong, pool or volleyball or bowling. Tournaments were arranged by Robert Lederer, A. A. N. legislative assistant, who had been appointed athletic director. Further informal discussions on the nursery business took place at these gatherings.

### Speakers' Topics

Monday morning, August 22, the opening session was conducted by Walter G. Kell, chairman, department of accounting, Syracuse University. Beginning with the subject of internal control of a business, he proceeded to cover the topics of depreciation, accounting statements, ratio analysis, budgets, labor and inventory control.

Turning to finance, Tuesday, August 23, the conferees heard lectures by Eric W. Lawson, chairman, department of finance, Syracuse University. Cash flow, sources of funds, cash budgets and ratio analysis were the topics discussed.

The field of personnel management was covered on Wednesday, August 24, by Kline D. Hable, chairman of the personnel department at Syracuse University. Beginning with a discussion on why persons act as they do, he proceeded to the duties of a manager. That evening, as a change of pace from the evening's critiques, two educational films on communications and resolving inner tensions were shown.

The final session on marketing took place Thursday morning, Au-

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### Scotch Pine

French Green, Scotch Highland, East Anglia

	Per 100	Per 1000	10,000 Per 1000	100,000 Per 1000
(2-0), 2 to 4 ins. ....	\$3.00	\$11.00	\$10.00	\$ 8.00
(2-0), 3 to 6 ins. ....	3.50	16.00	15.00	12.50
(2-0), 4 to 8 ins. ....	4.00	20.00	18.00	15.00
(3-0), 7 to 14 ins. ....	4.50	21.00	20.00	17.50

### Austrian Pine

(2-0), 3 to 6 ins. ....	3.50	13.00	12.00	....
(3-0), 4 to 10 ins. ....	4.50	20.00	18.00	....

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Black Spruce - White Spruce - Douglas Fir

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**INTERMEDIA**—15 and 18 ins.  
**BROWNI**—12, 15, 18 and 24 ins.  
**CUSPIDATA**—15, 18 and 24 ins.  
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	Per 100	Per 1000
6 to 12 ins. ....	\$ 6.00	\$ 55.00
12 to 18 ins. ....	8.00	75.00
18 to 24 ins. ....	12.00	100.00
2 to 3 ft. ....	17.00	140.00
3 to 4 ft. ....	22.00	190.00
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*4 to 5 ft. ....	75.00	....
*5 to 6 ft. ....	100.00	....
*6 to 8 ft. ....	150.00	....

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gust 25, with Max E. Brunk, professor of marketing, Cornell University, Ithaca, N. Y., relating research findings in marketing of food products. Having his own research organization, he covered the subjects of packaging and other trends in marketing, developing a marketing plan, pricing and display. A most informative sound selling series which his organization had prepared for the Florists' Telegraph Delivery Association was presented. It consisted of a series of records and accompanying booklets that explained the right and wrong methods of telephone and store selling.

### Diplomas Given

Friday evening, after the evening meal, Robert Smith presented diplomas to the nurserymen, after which Robert Lederer passed out humorous prizes to contest winners or others who had gained a reputation during the week's stay. The conference concluded with an evening "brain-picking session" in which nurserymen related various methods of operation that they used with success in their businesses.

The wealth of information on the subjects of accounting, finance, personnel and marketing brought out in the lectures, "buzz sessions" and evening critiques will be reported in separate articles appearing in later issues of the American Nurseryman.

### In Attendance

Those in attendance at the Sagamore management conference center included the following:

Allen, Stephen R., Allen's Nurseries & Seed House, Inc., Geneva, O.  
Anderson, Rod G., Anna Nursery, Anna, Ill.  
Bachman, Lawrence W., Bachman's, Inc., Minneapolis, Minn.  
Banting, Elmer Thomas, Brookdale-Kingsway Nursery, Ltd., Bowmanville, Ont., Canada.  
Bass, Floyd, Floyd Bass Nursery, Inc., New Augusta, Ind.  
Baumhoefener, John C., Baumhoefener Nursery, Inc., Cedar Rapids, Ia.  
Bongarzone, Frank R., Bongarzone Nursery, Inc., Eatontown, N. J.  
Brolick, Richard H., John Zelenka Evergreen Nursery, Grand Haven, Mich.  
Callaway, David Stephen, Callaway's Yard & Garden Center, Jackson, Miss.  
Chase, Henry H., Chase Nursery Co., Chase, Ala.  
Cole, Robert B., The Cole Nursery Co., Circleville, O.  
Dakin, John J., Ward's Nursery, Inc., Great Barrington, Mass.  
Detmer, Eugene J., Detmer Nurseries, Tarrytown, N. Y.  
Eggers, Thomas C., Arrowhead Nursery, Chesterfield, Mo.  
Endress, Jack, Beach Cliff Nursery, Rocky River, O.  
Ferguson, Robert W., Robinson & Parnham, Des Moines, Ia.

[Concluded on next page]

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Scotch Pine, 3 to 9 ft.  
Red Pine, 3 to 10 ft.  
Norway Maple, 1½ to 3-in. cal.  
Crimson King Maple, 1½ to 2-in. cal.  
Flowering Crab Apples, 6 to 8 ft.  
Sweet Gum, 1½ to 2-in. cal.

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Fiore, John C., Charles Fiore Nurseries, Inc., Prairie View, Ill.

Fournier, Emile M., Fournier Landscaping & Gardening Center, Inc., East Hartford, Conn.

Greening, Charles B., Jr., Greening Nursery Co., Monroe, Mich.

Greiner, Erwin A., Vick's Wildgardens, Inc., Gladwyne, Pa.

Gustin, Ray, III, Gustin Gardens, Inc., Rockville, Md.

Hardesty, Milford, Hillview Floral Co., Kingwood, W. Va.

Hively, Raymond J. S., Shiloh Nurseries, Inc., York, Pa.

Hollar, Homer C., Horton Nurseries, Inc., Painesville, O.

Hughes, Ralph, Cedar Rapids Nursery Co., Cedar Rapids, Ia.

Ilgenfritz, Wilbur F., Ilgenfritz Nurseries, Inc., Monroe, Mich.

Ingels, Corliss I., The Home Nursery, LaFayette, Ill.

Kelly, William F., Jr., Kelly Bros. Nurseries, Inc., Dansville, N. Y.

Kilner, Fred H., American Nurseryman, Chicago, Ill.

Klyn, Gerard C., Gerard K. Klyn, Inc., Mentor, O.

Kopach, John L., Suncrest Evergreen Nurseries, Homer City, Pa.

Krider, Roger L., Krider Nurseries, Inc., Middlebury, Ind.

Langman, A. H., Colorado Gardens & Nursery, Colorado Springs, Colo.

Lederer, Robert F., American Association of Nurserymen, Washington, D. C.

Lydrickson, Bruce, Beach Cliff Nursery, Rocky River, O.

Moore, Lowell A., Young's Landscape Nursery, Inc., South Bend, Ind.

Neumann, Herb F., Neumann Nurseries, Ont., Canada.

Parnham, Harold J., Robinson & Parnham, Des Moines, Ia.

Pinney, Thomas S., Evergreen Nursery Co., Sturgeon Bay, Wis.

Pollitt, Donald F., Landscape Associates, Inc., Brookville, L. I., N. Y.

Quadland, H. P., American Association of Nurserymen, New York, N. Y.

Rickoff, John E., Gateway Nursery, Clinton, Ia.

Ridgely, John Delano, Loudon Nurseries, Baltimore, Md.

Scarff, Howard, Scarff's Nursery, Inc., New Carlisle, O.

Simon, Richard A., Bluemount Nurseries, Monkton, Md.

Stuart, L. K., Jr., C. W. Stuart & Co., Newark, N. Y.

Summers, George W., Young's Landscape Nursery, Inc., South Bend, Ind.

Tankard, John E., Jr., Tankard Nursery, Exmore, Va.

Ward, Donald J., Jr., Ward's Nursery, Inc., Great Barrington, Mass.

Warner, Zophar, Warner Nursery, Wiloughby, O.

Wight, John B., Jr., Wight Nurseries, Inc., Cairo, Ga.

Winslow, Corrine, Mrs., Winslow's Nursery, West Islip, L. I., N. Y.

Worth, Philip W., Kankakee Nursery Co., Kankakee, Ill.

Wyant, Melvin E., Sr., Melvin E. Wyant, Rose Specialist, Inc., Mentor, O.

Zuillhof, Jack, A. M. Grootendorst, Inc., Benton Harbor, Mich.

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\*Sweet Gum  
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Sunburst Locust

Imperial Locust  
Skyline Locust  
\*Thornless Honey Locust  
Moraine Locust  
Kentucky Coffee Tree  
\*American Linden  
Redmond Linden  
Norway Maple  
Rubrum Maple  
Silver Maple  
Sugar Maple  
\*Pin Oak  
\*Red Oak  
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American Sycamore  
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# Nursery Displays Take San Mateo Fiesta Honors

By Grace K. Anderson

When the 27th annual San Mateo county fair and floral fiesta concluded at San Mateo, Calif., August 31 after a nine days' run, a record number of 164,102 persons had attended. The floral fiesta is one of the largest flower shows of its kind in the world, and this year's event was declared outstanding by garden experts who visited the fairgrounds.

Displays by nurseries and florists in the bay area filled the Hall of Flowers, and gardens outdoors were also show spots of the fiesta. Exhibitors at this year's fair received almost \$85,000 in premiums.

A. & J. Shooter, Inc., Burlingame, received a special award for excellence in horticulture for an interesting canopied patio and pool. Surrounding it were fruit trees and pampas grass, with agapanthus for color. First prizes were given to tree specimens and to lemon and orange trees, third to an olive tree specimen and second to dwarf-type trees. Awards for water, terrace and California living effects also went to this exhibition.

Eggli Nursery, San Mateo, received an award for excellence in design for a clever and unusual covered patio suggested for industrial landscaping. Shrubs used were predominantly dwarf evergreens, with some flowering plants around a 3-tiered fountain on the far side of the patio.

## Overseas Display

Orchard Nursery, Lafayette, won first and second prizes for an "overseas" exhibit. Designed by Henry Matsutani, the entry was set up with a garden pool and small smooth pebbles at one end. African violets, potted chrysanthemums, gloxinias, cyclamen, primulas, cinerarias, fruit trees and cibotium ferns were used. Firsts were received for coleus, gladioli and ferns.

For contemporary water effects Orchard Nursery won a second prize and for a shade garden, third prize. Other second prizes were received for African violets, foliage and flowering plants, a grapefruit tree, gladioli, delphinium, roses, potted mums and a tuberous begonia collection. Third prize was won for a group of cut flowers, for tree specimens, gardenias and roses.

The Peninsula chapter of the California Association of Nurserymen won first prize for its educational entry. A modern patio with a covered area had a pebbled flooring, concrete-pebbled bench and table and adjacent water area. Specimen trees were labeled, with agapanthus in a garden bordered with dwarf lantana.

## Modern Lanai

Quatman's Nursery, Oakland, was awarded second prizes in the garden divisions for a modern lanai and garden terrace and third for its entry for California living. The lanai, edged with grass, had an interesting covering and open-type concrete blocks on two sides. At the edge of the concrete flooring were tuberous begonias, Dawn pelargoniums, pink and white begonias, ferns and cacti. Bamboo in a concrete box added interest.

Huebsch Garden Construction

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250	Capitata Yew,	Each
	24 to 30 ins., B&B.....	\$5.50
300	Cuspidata Yew,	
	15 to 18 ins., B&B.....	3.50
200	Cuspidata Yew,	
	18 to 24 ins., B&B.....	4.25
200	Hicks Yew, 18 to 21 ins.,	
	B&B .....	3.25
100	21 to 24 ins., B&B.....	4.00
25	24 to 30 ins., B&B.....	4.50
150	Globe Arborvitae,	
	21 to 24 ins., B&B.....	3.00
200	Euonymus Alatus,	
	24 to 30 ins., B&B.....	3.00
200	Euonymus Sarcocoe,	
	12 to 15 ins., B&B.....	1.50

This stock has been sheared heavy. It is full and compact.

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IS HARDY ...

Co., San Mateo, used a modern theme in its garden entry. Centered around a large square pool were decorative plants and trees. The entry received first prize for an outdoor living room and second for its water garden, featuring a modern fountain. Around the patio were pine, maple and agapanthus, with dichondra covering. The entry won first prize for Japanese maple and an olive tree, second for decorative plants and second and third for tree specimens.

Christensen Nursery, Belmont, won second for its play-yard and garden, combining easily kept plants adjoining a sandbox; second for its shade garden, and third for its fuchsia garden and garden terrace. Among the awards for flowers and plants were first for potted chrysanthemums, perennials, ivies, tree specimens and palms; second for decorative plants, Philodendron selloum, tree specimens and foliage plants, and third for decorative plants, flowering plants, a lemon tree, tree specimens, ferns and foliage and flowering plants.

## "Tomorrow's Garden"

Peters & Wilson, Millbrae, won first for its entry as "Tomorrow's Garden," with an exhibit in which

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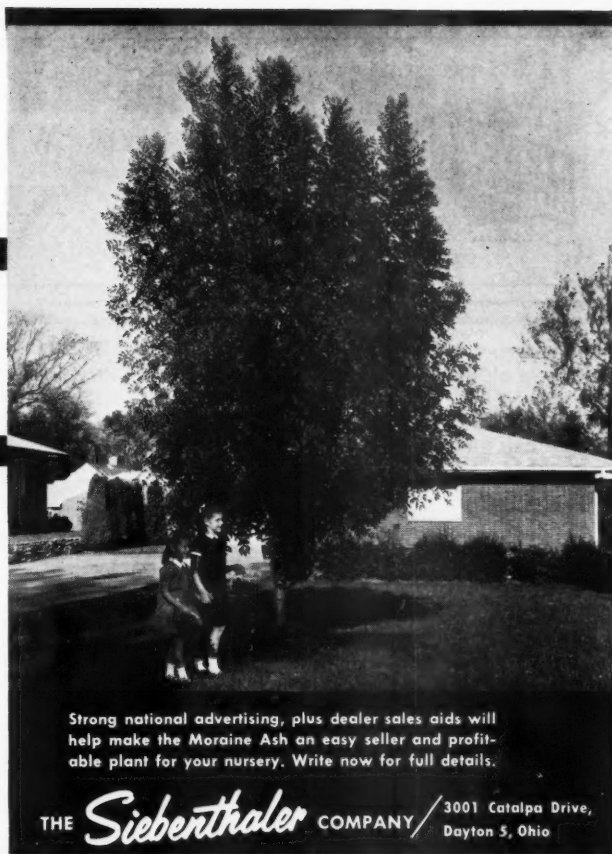
Here is a new tree of graceful beauty, hardiness and clean habits that's destined to become a popular profit-maker for nurserymen.

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It grows rapidly. It holds its beautiful olive-green foliage until late Fall.

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lavender and white were the colors in the structure, the flooring and the flowers. A huge bowl of flowering artichokes emphasized the color theme. The entry also received second prize for outdoor living, for a lemon tree and tree specimens and third for dwarf trees, Japanese maple and tree specimens.

Allan Hammer, Belmont, used a modern patio for his entry, with an adjoining pool, a sandbox for children and color with agapanthus, Hypericum moserianum and amaryllis. He received a third prize.

Albert Gould, Belmont, featured plants and annuals around a water-boy fountain. French marigolds, bronze and yellow, bordered the pebbled path to the fountain; dwarf phlox, zinnias, petunias and pelargoniums were also used. Second prizes were given for the flowering plants, pelargoniums, annuals and perennials, with a third for petunias.

### Double Garden Effect

Nix Nursery, Castro Valley, received first for its entry of a shade garden and third for its contemporary water effects. This display in the outdoor garden area featured two sections, one with the poles of the patio covered by tall standards of ivy and the ground area covered

## FALL, 1960

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Liners in 2-in. pots . . . \$2.00 \$18.00 \$150.00  
Rooted cuttings, 100, \$10.00; 1000, \$80.00

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with woven rattan. The other showed an old-fashioned garden setting, with fuchsias in hanging baskets and as standards. The nursery received firsts for double petunias, ferns, foliage and flowering plants, potted chrysanthemums and pelargoniums.

Aldon Nursery, Hayward, received first prize for a commuter's garden and for a roof garden, second for annuals and third for perennials.

#### IOWA MEETING

[Continued from page 8]

cent to the field plots. Of particular interest to the group was a taste panel of new everbearing strawberry seedlings under test by Dr. E. L. Denisen, small fruit breeder in the department. Displayed also was a new Aqua Pack, which could be used to prolong the shelf life of packaged woody ornamental plant materials. This unit made use of a self-contained water and nutrient supply, which was placed under the whorl of roots at the time the plant was wrapped.

Modified-atmosphere packaging of plants, using carbon dioxide to prolong the shelf life of dormant plants during the spring sales period, was also illustrated. Actual laboratory sequences used in nursery management classes to teach salesmanship, landscape planning and selling were posted to illustrate how various courses were being tailored to fit the needs of future nurserymen.

#### Woody Ornamental Tests

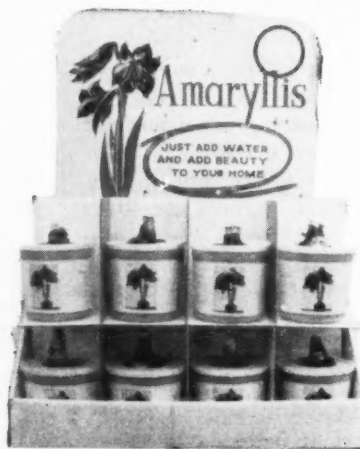
A caravan of tractor-drawn hayracks made its first stop at the north central region woody ornamental plant test site. This planting, one of 25 in the 9-state area, was started in 1954 when some 21 species and varieties were planted. Similar plant materials were placed on each of three exposures, i.e., on a north, east and west location. Prof. J. P. Mahlstede, of Iowa State University, explained that the purpose of this project is to establish approximate zones of hardiness for relatively new or untried or-



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namamentals that might have application in this region of the United States. A similar shade tree area included a collection of the majority of the hybrid elms and honey locust varieties in addition to other species that have possible ornamental use. It was noted that plantings made in 1954 and 1955 were presently being evaluated and that results would be forthcoming next year.

The nurserymen then inspected a raspberry-breeding trial area where Professor Denisen pointed out that a program of this type requires considerable land area, which appears relatively unoccupied after several years of roguing to eliminate undesirable plants. Dr. L. C. Peirce, in charge of the tomato, lima bean and asparagus-breeding programs, showed how new varieties were developed through careful selection of artificially crossed and irradiated seedlings.

#### Dwarfing Techniques

D. B. White, in charge of the dwarf ornamental and fruit programs, explained to the group that many different combinations of plant materials were being intergrafted in an effort to determine compatible rootstocks for a number of tall-growing multistemmed and single-stemmed ornamental shrubs and fruit trees. A collection of 82 species and varieties of dwarf plant materials has been assembled for this project since its inception some five years ago. Of interest to the group was the work being done on the induction of dwarfing by the use of single and double spiral bark inversion grafts. On display were successful grafts of apple and pear on *Aronia melanocarpa*, the black chokeberry. Several selections of nonsuckering clones of *Prunus besseyi* were also seen growing in the planting.

After viewing a demonstration of various strawberry mulches, the group dismounted at the propagation and container-growing areas, where Professor Mahlstede discussed the use of a new peat container being tested for application as a plantable forcing and growing unit. It was pointed out that lightweight media such as peat and perlite, and sphagnum moss and perlite extended the usable life of such containers compared to those which made use of soil or sand and peat combinations. In another study under investigation, yew cuttings that had been treated with a range of growth regulators varying in concentration between 0 and 10,000 parts per million of NAA and subsequently subjected to a 2-month cold storage period, appeared to be making their

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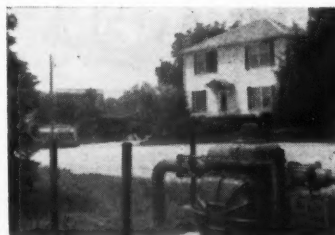
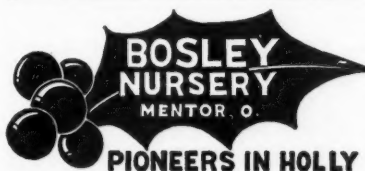
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second flush of growth after bare-root summer planting.

### Other Projects Seen

After observing a new dwarf fruit tree and ornamental varieties planting, the group was shown fertilization and weed-control test plots on turf. Dr. Roberts pointed out that several of the slow-release, nitrogen-carrying fertilizers can be safely used at relatively high rates without injury to existing plantings.

Also of interest to the membership were some of the new bent grass selections collected and maintained in a nursery area. Results with various pre-emergence crab grass herbicides indicated that those containing arsenic have been most effective to date. In addition, Dacthal and Zyrtron, not yet on the market, represent chemicals which have given equally good results.

After observing studies on the effect of date of planting on the performance of frozen strawberry plants, the use of herbicides to control weeds in ornamental nursery plantings and container growing in tile and wire baskets, the group adjourned to the Ames Nursery, where Lloyd Cafferty served refreshments and led a tour of his nursery.

### SPRAY FOR SPANISH MOSS

The common gray moss, or Spanish moss, *Tillandsia usneoides*, is rapidly becoming a pest to pecan growers in the southern coastal areas, especially where pecans are growing near live oak trees. The moss is not parasitic, since it derives its food from the air, rain and dew. It grows on both trees and some inanimate objects. It is usually most troublesome in neglected orchards in areas having poor air movement and high humidity. Large accumulations of Spanish moss are detrimental to tree vigor and growth because of the shading effect.

Spanish moss needs sunlight for best growth; therefore trees should be kept vigorous so that they will provide maximum shade. One method of eliminating the moss is by inaugurating an improved cultural and fertility program including annual applications of fertilizers, together with winter cover crops as recommended for good culture.

Since some growers are interested in rejuvenating old pecan orchards, in 1956 John R. Cole, pathologist, crops research division, United States Department of Agriculture, Albany, Ga., began a dormant spray program on trees moderately infested with Spanish moss. The trees are

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typical of hundreds growing in southern Georgia and northern Florida.

The experimental area, located four miles south of Albany, Ga., consisted of single-tree plots of the Schley variety replicated nine times. Annual spray applications of 10 pounds of copper sulphate and 10 pounds of calcium arsenate to 300 gallons of water were made February 8, 1956; February 19, 1957, and March 28, 1958. The trees had not been fertilized or cover cropped for at least 10 years. The only care they had received was an annual mowing for control of weeds.

At the end of three years the moss was eliminated, for all practical purposes, Dr. Cole reports in the Plant Disease Reporter for September 15, 1959. The dead moss hung in the trees for some time but eventually blew out.

Dr. Cole also observed orchards where the moss had been eliminated from pecan trees after a Bordeaux mixture spray program for the control of scab and other diseases had been in progress for several years. However, it was necessary to use more than three applications of the spray material at summer strength (6-2-100) to control the condition effectively.

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## PLANT NOTES HERE AND THERE

By C. W. Wood

### Fritillaria Meleagris

As a class, fritillaries are so eccentric in their behavior that they almost deserve the neglect given them by gardeners. At one time during the late 30's and early 40's, I tested over 100 kinds during a 10-year period, and, of that large number, the species that could be called even fairly permanent could be counted on one hand. Of the latter, the checkered lily, *Fritillaria meleagris*, was one of the most constant. That makes it a good garden plant, even the type, with its dull red bells, checkered and lined with purple, which has given it uncomplimentary names like snake's-head, widow's wail, weeping widow and guinea-hen-flower, making a pleasing appearance in most surroundings. More acceptable to a majority of gardeners, however, would be the white form, variety *alba*. There are also several named forms grown in Holland which might pep up fritillary sales.

The different forms that have been in my trials reach about a foot in height, with linear leaves, alternate or whorled, and bells to three inches across in racemes of usually two or three flowers, though a solitary, terminal flower is not unusual. According to my records, flowering usually takes place in May here in northern Michigan, but I believe it would fall in April 500 miles south.

The European floras consulted say that the plant occurs naturally on that continent and Asia in moist soil, and I find that it does best in the garden when it is not allowed to dry out. The bulbs should be planted about four inches deep in autumn. Propagation is from seeds, which should bloom in about three years, and from offsets.

### Golden Garlic

A recent letter from a southern reader, asking if the golden garlic, *Allium moly*, would be a suitable item for him to add to his list, brought back pleasant memories of the plant in a pot in a cool window many years ago. I had been told that it would probably not be hardy this far north, so I grew it in a cool, sunny window before trying it in the open. It proved to be a delightful window-garden plant, indicating it would live up to its long-standing reputation of being a pleasant thing in the spring

garden, where hardy. But it was not hardy here, though it should be entirely reliable in Oklahoma, where my correspondent labors, and probably would be hardy as far north as the Ohio.

It has long been in gardens (in English gardens since about 1600, at least) and has accumulated much literature during that long sojourn, like this passage Parkinson wrote on it in his *Paradisus in Sole*: "The yellow *Moly* hath but one long and broad leaf when it doth not bear flower, but when it will bear flower, it hath two long and broad leaves, yet one always is longer and broader than the other . . . between these leaves groweth a slender stalk bearing at the top a tuft or umbel of yellow flowers out of a skinny hose, which parteth three ways made of six leaves a piece, laid open like a star, with a greenish back or outside and

some yellow threads in the middle." Again, it was written by the poet Homer that the plant was given to Odysseus as a charm against the sorceries of Circe.

The flowering stem reaches a height of a foot, or a little more, with an umbel of bright yellow, 6-pointed stars to a little less than an inch across, in late May or early June in the open. It is said to prefer light shade in an open soil, planted a little deeper than the size of the bulb would indicate. It has the onion scent (spoken of euphonyously by nurserymen as pungent odor), but that is only noticeable when it is bruised.

### Anemone Demissa

After going over my index of "Plant Notes" which have appeared in the *American Nurseryman* during the years, I find that the Himalayan windflower, *Anemone demissa*, has

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<i>Cercis chinensis</i> , 1-yr., S. ....	10.00	90.00	<i>Sorbus aucuparia</i> , 1-yr., S. ...	15.00	125.00
<i>Cornus florida</i> , 1-yr., S. ....	6.00	50.00	<i>Tilia tomentosa</i> , 1-yr., S. ....	15.00	125.00
<i>Cornus mas</i> , 1-yr., S. ....	10.00	90.00	<i>Viburnum carlesi</i> , 1-yr., S. ....	20.00	180.00
<i>Cornus officinalis</i> , 1-yr., S. ....	12.00	100.00	<i>Viburnum lentago</i> , 1-yr., S. ...	12.00	100.00
<i>Cotoneaster divaricata</i> , 1-yr., S. ...	9.00	80.00	<i>Viburnum setigerum</i> , 1-yr., S. ...	15.00	125.00
<i>Magnolia glauca</i> , 1-yr., S. ....	12.00	100.00	<i>Viburnum sieboldi</i> , 1-yr., S. ...	15.00	125.00
			<i>Viburnum wrighti</i> , 1-yr., S. ...	18.00	150.00

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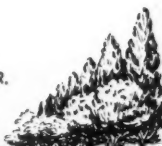
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been entirely overlooked; after going over my notebooks, I find two or three mentions of it which I combine in this brief one, with the hope that some readers will find it of some interest now that it is commencing to appear before the public.

According to "Hortus," it appears from the Himalayas into China; according to Farrer, it is a Chinese form of *A. narcissiflora*; according to Preston, the authority on anemones from Cambridge University, I believe, most modern systematists account for it as follows: "By some authorities it is looked upon as a Chinese form of *anemone narcissiflora*, but in *A. demissa* the leaves are tripartite, and the scapes decumbent, whereas in *A. narcissiflora* the leaves are palmately quinquepartite and the scapes erect. In both cases they are connected with intermediates, with another of the same section of *omolocarpus*, i.e., *Anemone polyanthes*. This is sometimes considered a form, occurring from Tibet to Kashmir, and described under the name of *A. narcissiflora* var. *polyanthes*, so there is some justification for the grouping of them together."

And the foregoing is the reason, I suppose, that such a diversity of plants in any lot which come from seeds marked *A. demissa* is found. They may vary from four or five

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15 to 18 ins.	1.60	1.40
18 to 24 ins.	2.00	1.75
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<b>Hemlock, Canadian</b>		
18 to 24 ins.	2.25	2.10
2 to 2½ ft.	2.75	2.55
2½ to 3 ft.	3.50	3.30
3 to 3½ ft.	4.50	4.30
3½ to 4 ft.	5.50	5.25
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5 to 6 ft.	9.00	8.70
<b>Pine, White</b>		
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3 to 4 ft.	4.00	3.75
4 to 5 ft.	5.50	5.25
5 to 6 ft.	7.00	6.75
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2½ to 3 ft.	3.00	2.75
3 to 4 ft.	3.50	3.25
4 to 5 ft.	4.50	4.25
<b>Spruce, White</b>		
2 to 2½ ft.	3.00	2.75
2½ to 3 ft.	3.50	3.25
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<b>Taxus cuspidata</b>		
15 to 18 ins.	3.25	3.00
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B&B, specimens	2.00	1.75
12 to 15 ins.		
B&B, specimens	2.75	2.50
<b>Ilex crenata microphylla</b>		
12 to 15 ins.	1.60	1.45
15 to 18 ins.	2.00	1.85
18 to 24 ins.	2.75	2.50
2 to 2½ ft.	3.75	3.50
<b>Ilex crenata rotundifolia</b>		
12 to 15 ins.	1.10	1.00
15 to 18 ins.	1.45	1.30
18 to 24 ins.	2.25	2.00
2 to 2½ ft.	3.00	2.75
<b>Magnolia grandiflora</b>		
3 to 4 ft.	3.75	3.50
4 to 5 ft.	5.00	4.50
5 to 6 ft.	6.50	6.00
<b>Osmanthus ilicifolius and fortunei</b>		
15 to 18 ins.	1.85	1.65
18 to 24 ins.	2.25	2.00
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inches to two (three, it is said) feet in height, with variously shaped, silky leaves and flowers running all the way from white, through cream, yellow, pink and red to shades of blue. There were many undesirable plants in the lot I grew from seeds, but there were a few of great beauty, especially in the clear pink and bright purple shades, which would surely attract gardeners in sections where they would be hardy. I have no idea where that would be, though they should be reliable in all sections except the coldest, which includes the northern tier of states. It comes readily from fresh seeds sown outdoors in autumn. My experience indicates the plant's liking for moisture during the growing season, with good drainage and a little shade. I believe that the hard, black, somewhat tuberous roots could be wintered in pots in sections where the plant proves tender to cold. And, no doubt, material from the northern part of its range (eastern Siberia, I believe) would be hardy everywhere.

#### Woodruff

I was going through an unfrequented part of the garden one morning and came upon a broad spread of two *Asperulas* (*A. cynanchica* and *A. odorata*) which I do not often see because shrubs and trees have grown up around them, shielding them from the view of anyone who keeps to the paths. They were putting on a nice performance, despite utter neglect for the past 15 years. It reminded me that I had promised a correspondent two or three weeks ago that I would discuss woodruff, *Asperula odorata*, in a near-future issue.

The first reference I find to it in the literature is in an old Saxon leech-book of 1000 A.D., wherein it is referred to as *wuderofo*. German references began to appear about the middle of the 13th century and by another half century the plant had reached England or at least it had begun to attract the attention of the writers of that time. Although it appears to have made little impression upon the medical herbalists of that period, it was used in England at least as an ointment called "herb Walter" which was later contracted to "herb water." Both it and the other one mentioned before, the quinsywort of herbalists, which tells us what it was used for, were used in some Old World countries for the red dye yielded by their roots.

But the greatest use of the present plant, *A. odorata*, was as a strewing herb, because when the leaves are

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crushed, as when walked upon, they give off the pleasant aroma of new-mown hay. The plant is not likely to be desired now to strew on church floors, and maidens have long since given up the practice of carrying it in their hands so that body warmth would release its perfume.

However, gardeners who know it adore it for its odor and "for the sake of its tumbling masses of white blooms." It has the added recommendation of making itself at home in almost any lightly shaded spot, clothing the ground with its delightful herbage and creating a low (eight inches or so), billowy whiteness in May or June, depending upon the climate. It grows readily from seeds and can be divided.

#### **Mentha Requiemi**

The little Corsican mint, *Mentha requiemi*, is one of the most charming of cushion plants. Nothing better to clothe the joints of paved walks and terraces or crevices in rock gardens and walks could be imagined. Unfortunately, it is not reliably hardy in the far north, though it often selfsows in congenial surroundings. I find one reference in my notebooks saying that it lasted through two winters on a southward-facing slope, but failed to survive the third winter, when I forgot to give it protection.

I found that it needed constant moisture to do its best and seemed to welcome some shade in this northern climate. Given that, it spread into quite broad mats of tiny, round leaves, rarely over an inch tall, which gave off a strong peppermint odor at the slightest touch. Its pale mauve flowers are on the same minute scale. It can be grown from seeds, divisions or cuttings.

#### **Campanula Pulla**

An English correspondent who keeps up to date on garden trends in America asked me recently why the southern European, *Campanula pulla*, was not made more of by our gardeners. I told him that it stems from the fact that few of our gardeners are willing to give the plant the attention it requires. They are willing to plant an Oriental poppy which will make a big showing for little effort, but they cannot see any virtue in working painstakingly over a plant that a passerby cannot see from his car as it goes by in the middle of the street at 50 miles per hour. To be sure, a few ardent gardeners who are anxiously looking for sources of supply for unusual material search for it, often in vain. One can consider himself lucky if he has curious gardeners among his clients, and a nurseryman

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can further excite the customers' curiosity by offering them the little bellflower, *C. pulla*, which set off the foregoing tirade. It will be found, I am sure, that the plant is not so difficult of culture as its reputation would lead one to expect.

It is not so easy as many of the *C. elatines* group, to which one usually looks for small bellflowers for general culture, but it is not so difficult that one need fear it. If it is approached with the knowledge that it dislikes lime, the one great drawback to its successful culture will have been conquered. In my trials, I found that a peaty soil, not too dry, some shade during the hottest part of the day, and an occasional top-dressing of a humus-filled, peaty soil should insure success with this lovely little bellflower.

Farrer, with his violent likes and dislikes, may have painted a too-flattering picture of the plant when he wrote, "Pulla, as all the favored know, produces on each threadlike stem a single pendulous bell of the most splendid deep imperial violet—a lustrous, glorious color, with a silky sheen about the texture of the flower that makes the glory of it complete." And again when he wrote, "I dare not admit that any other of its kindred can surpass the beauty of its flowers."

## Pimpernel

Without entering into a long discussion of the correct names for the two pimpernels, the one blue flowered and the other red, one could say that American gardeners who do not grow them are missing two delightful plants. A tender perennial, it comes into flower in midsummer or slightly later if seeding is delayed, and continues well into autumn, with gentian-blue flowers in the case of the variety known to seedsmen as *Anagallis linifolia philipsi* and with bright red ones in the case of *A. linifolia parksii*. Their height of six or eight inches, combined with what has been said in the foregoing, will tell the experienced grower how useful they could be in his work.

The sum of desires of these plants seems to be a good garden soil, sunshine and water in dry weather. They will repay with a prodigious number of flowers over a long period. In warmer sections, they may be used as perennials; in the northern states, they may be used as half-hardy annuals, blooming as mentioned before.

## Campanula Stansfieldi

The foregoing mention of *Campanula pulla*, one of my special loves among the small bellflowers, prompts a few words in praise of *C. stansfieldi*,

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another one of great merit and one of easy culture. Many a guess has been made on its origin, most of them including *C. waldsteiniana* as one of its parents. And that poses a problem to those who are careful with their plant names, for modern students of the genus claim that *waldsteiniana* seems not to be in cultivation. These same modern students think that the indestructible *C. carpatica* was the other parent.

Regardless of parentage, it is one of the best of *campanula* hybrids for America, especially the eastern two thirds of the nation, doing well in leafy soil in some shade. It makes a little bush, four to six inches tall, each stem ending in large, shallow, pendant, soft violet belis. It is a splendid, hearty plant that should make glad the heart of American gardeners whose affection goes to easy doers. Being a hybrid, it does not come true from seeds, so must be reproduced vegetatively.

### JUNIPER BLIGHT

A needle blight of red cedar, *Juniperus virginiana*, has been observed in North Carolina, Virginia and South Carolina, characterized by an ash-brown color of affected needles, severe defoliation of lower branches and an unusual development of juvenile needles, it was reported in the Plant Disease Reporter for July 15, 1960, by Arthur Kelman, C. S. Hodges and H. R. Garriss, of North Carolina State College. A fungus is associated with this disease that is considered to be *Exosporium glomerulosum*, an organism that may be identical with certain other fungi previously reported on *J. virginiana* and other species of *juniperus*. The disease on red cedar in a Christmas tree plantation was controlled successfully by applications of N-trichloromethylthiophthalimide (Ortho Phaltan) at 10-day intervals and after each heavy rain.

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# Pacific Coast News

## TREE ORDINANCE

At San Francisco, Calif., the chamber of commerce sponsored an exhibit of 10 trees at a home show to show local owners which trees grow best in city parking areas and to inform them where they can see large trees growing under various conditions in the city. The planters in which the trees were grown held labels showing the ultimate growth of the trees, maintenance, exposure requirements and other factors needed to educate the public regarding their use.

The board of supervisors approved an ordinance recently which makes it possible to assess residents or property owners for the planting of trees in parkings. However, owners of 80 per cent of the frontage on a street must approve of the project, property not facing the streets to be planted is not to be included and properties already planted will not be subject to the assessment. W. B. B.

## SEED FIRM'S FAIR

The flower fair of the Ferry-Morse Seed Co., Los Angeles, Calif., held recently at its San Juan Bautista growing grounds, was well attended by garden writers, bedding plant growers and retail and wholesale nurserymen from most of the western states.

Nearly 2,000 kinds of flowering annuals were displayed for observation of their growth and flowering habits. New and standard varieties were arranged for convenient comparison. Men and women from the various interests attending were able to compare notes on the needs and the desires of the buying public.

The hosts were cordial and helpful in every way and developed good will for the firm and its products, which included many items besides flower seeds. The barbecue luncheon served on the grounds helped to congregate the visitors and aided in the trading of useful information. W. B. B.

## FRUIT FLY DANGER

All the personnel and all of the power of the California state department of agriculture are being thrown into an attack on the Oriental fruit fly. One female was caught in a trap in an orange grove in southern California recently, and since it was the first of the species ever to have been found in the state, concern was felt in official circles. The pest, which

multiplies rapidly in an area where it has no natural enemies, as is the case in this state, is exceedingly destructive to many crops, including oranges, lemons, grapefruit, peaches, plums, cherries, olives, tomatoes and vegetables.

All horticulturists have been requested to be on the lookout for the pest. The insect is about one fourth of an inch long; has a yellow-gold body, with black bands on the abdomen; red eyes; six legs, and two transparent wings with black stripes. Any that may be caught should be placed in alcohol and sent to the nearest agricultural commissioner. W. B. B.

## PENINSULA CHAPTER

Recently elected officers who will serve the Peninsula chapter of the California Association of Nurserymen in 1960-61 are John Hahn, Ruehl-Wheeler Nursery Co., San Jose, president; Ralph Bernstein, Schmidt Nursery, Palo Alto, vice-president; Peter Sugawara, Monte Bello Nursery, Los Altos, secretary,

and Gus Pappas, Pappas Bros. Nursery, Colma, treasurer.

Serving on the board of directors will be Fred Breitner, Pacific Plant Growers, Colma; Boyd Richmond, Roger Reynolds Nursery, Menlo Park; John Okumura, El Real Nursery & Floral Shop, Santa Clara; Walter Borchers, W. B. Clarke & Co., San Jose; Jim Welden, northern California manager of Germain's, Inc., and Rupert Gurnee, Coulter's Nursery, San Carlos. Retiring President Lou Schenone, Pacific Nurseries, Colma, and Past President Itsuo Uneka, Cupertino Nursery, Cupertino, will serve as ex officio directors. Installation will be held in October.

The chapter recently sent \$500 to the state association office at Sacramento to be disbursed by the research committee. This will go to the University of California to assist oak root fungus research.

Happy Hollow, a 7½-acre children's playground now under construction at San Jose, will receive hundreds of plants for landscaping purposes as a donation from members of the chapter. This community project is sponsored by the San Jose junior chamber of commerce and was presented to the chapter directors at



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an earlier meeting for endorsement. George Haight, Stockings Rose Gardens, San Jose, is chapter representative.

At the August picnic held at Adobe Creek Lodge, Los Altos, the nurserymen's baseball team was decisively defeated by the suppliers, although there was no official score. A trophy donated by the Furuichi brothers, of the Los Altos Nursery, was accepted by Ken Beucus, C. M. Volkman & Co., San Francisco, on behalf of the winners at the barbecue supper.

John Burrus, Mountain View Nursery, Mountain View, and Albert Yamashita, Fujiyama Nursery, San Jose, were received as members of the chapter at the August meeting.

C. J. Burr, Sec'y.

### CALIFORNIA NOTES

The Los Altos Nursery, operated by the four Furuichi brothers at Los Altos, held its second annual "Bonus days" August 20 and 21. The public was invited to visit the nursery; get acquainted with the salesmen; see the well-known Japanese gardens, shrubs and flowering plants on display, and register for the bonus drawings. The drawings are from supplies donated by garden supply firms doing business with the nursery. Many bargains in plants and garden supplies were offered. The nursery reports that again it was a satisfactory way of attracting customers and moving large quantities of material before the slack season.

Alfred Schwertzer reports that his nursery venture at Scotts Valley, (Santa Cruz county) which he opened about a year ago, is proving to be satisfactory. Mrs. Schwertzer operates the nursery during the week while her husband works at his trade of well drilling. Scotts Valley is on highway No. 9, about midway between Santa Cruz and Los Altos. For a long time it was a small, quiet community, but in the past two or three years it has begun to grow, and the demand for nursery stock and gardeners is far beyond the supply.

The Waterfall Nursery, at Saratoga, held a "quits business" auction sale August 14 and continued until everything, including tools and fixtures, was gone. Bidders were present in large numbers, and prices bid indicated that the buyers knew the value of the goods and were willing to pay fair prices for the merchandise.

Operators of several ornamental retail nurseries report that gross income to August 1 is about 2½ per cent below that of a year ago. They

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report, too, that the net income figures, not yet complete, may be slightly higher than those of last year, due to operating efficiencies. One of the largest cost reductions has come from reducing the number of week-end employees because of fewer sales. One owner reported that he offered the sales force a small raise if it would undertake the entire weekly selling load rather than add help for special events. The workers agreed and reportedly are pleased with the plan.

The Glenwood Nursery, Menlo Park, is moving to a nearby location so that apartments may be built on the present site. The new location will be smaller, fewer plant items will be carried and there will be a smaller inventory of garden supplies.

The 16th annual Santa Clara county fair, which opened September 12, reported that the greatly enlarged area which was devoted to nursery exhibits and the revised and enlarged prize list greatly increased the number of entries this year.

The Monterey county fair, August 22 to 25, was again primarily a nurserymen's event. The greatest part of the fairgrounds was devoted to displays by commercial and private growers and designers of shrub and flower plantings, with emphasis on the medium to large estate.

James B. Kendrick retired July 1 after 33 years of service with the University of California as a professor of plant pathology and plant pathologist in the state agricultural experiment station. He had been chairman of the department of plant pathology on the Davis campus since 1927 and chairman of the Davis-Berkeley departments since 1954. He is known to many of the state's nurserymen who attended either of the institutions, as he taught many of them elementary plant pathology. Dr. Lysle D. Leach was named as his successor.

Robert Thomas, a San Francisco tree surgeon, has filed a \$25,645 damage suit in Santa Clara county superior court against Mrs. Hazel Potopulos, of Los Altos. Mrs. Potopulos had signed a complaint alleging that Mr. Thomas was in violation of the city's antisolicitation ordinance in coming to her home to ask for work as a tree specialist. According to Mr. Thomas, he was arrested and held in confinement at the Los Altos city jail until he was acquitted of the charge in the Mountain View-Palo Alto municipal court. He said the charge was "false, malicious and made without just cause." The Los Altos antisolicitation ordi-



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nance makes it illegal for door-to-door sales to be made by any commercial enterprise. W. B. B.

### OREGON OFFICIALS SEEK SIGNS OF PINE MOTH

Oregon nurseries handling ornamental pine stock which could host the European pine-shoot moth were inspected this summer and the stock was found healthy, according to F. P. Larson, survey entomologist for the state inspection department, who spearheaded the survey of 145 nurseries, some of which were inspected more than once. The state department searched forest nurseries also, with negative results.

Nurseries were an early target for the Oregon survey, because this moth's foothold in the Seattle-Tacoma area of Washington has been traced to imported ornamental stock. The Seattle infestation is now so widely spread in ornamentals that the combat program there will probably be a matter of containment in plantings of ornamental pines, according to Mr. Larson. A lesser infestation in the Spokane area shows promise of eradication.

Under the leadership of Oregon's state forester, Dwight Phipps, state and federal agencies conducted train-

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ing programs in July to set up state-wide surveys in forests, parks, roadsides and other likely areas of infestation. The united surveys were to continue through September 15.

The European pine-shoot moth will attack as many as 15 species of pine. If it should get into the native ponderosa pines in Oregon, little could be done to prevent its spreading to all pines, experts say. Nurserymen and homeowners with ornamental pines are urged to watch for this moth and to report any suspects to the state forestry or agriculture department or to their county extension agent.

The European pine-shoot moth is about one half of an inch long, orange brown in color with silvery markings. The moth riddles the shoots of pine trees and stunts and deforms young pines. Pines popular for landscape plantings, such as Mugho, red, Scotch and Austrian, are particular hosts in nursery stocks. Pine-shoot moth survey workers point out that distorted and dead ends of branches are the tip-off to presence of the moth, particularly in the late spring and early summer. The adult moth flies in June and early July.

The main sign of the moth from midsummer until spring is webs pitched among bud clusters, actually the larva stage during this period. The small, hairless, brown larva with black head is difficult to see, but it feeds upon the buds and adjoining needles, killing some of the needles.

Buds are the focal points in the spring, when the larva feeds and grows, changing from dark to lighter brown except for the black head. A hardened mass of pitch usually forms at the base of stunted and dead buds. Nurserymen and others suspecting the presence of the pine-shoot moth in Oregon are being urged to send a specimen (four to eight inches of the affected twig) in a plastic bag and protective container to the state board of forestry, Salem, Ore. Accompanying the sample should be information telling where it was found, the date found, the tree species and the sender's name and address.

C. H. P.

### OREGON NOTES

Oregon State College, Corvallis, has launched a 3-year research project for the study of soil humus, according to a recent announcement by Dr. J. Lowell Young, assistant professor, soils department, O. S. C., and United States Department of Agriculture agricultural research service chemist. The National Science Foun-

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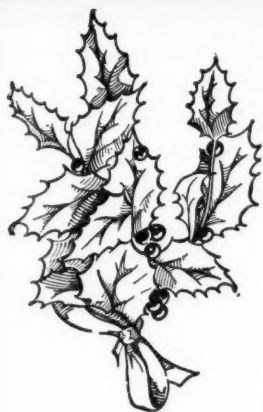
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dation will finance the project with a \$27,000 grant. A sizable portion of this sum will be used to purchase an instrument to separate and measure specific types of amino acids and soil types. It is expected that this work will provide much-needed basic data on the manner in which humus affects soil fertility and structure.

A new firm has been formed at Salem for the manufacture of soil supplement materials. Called the Crater Lake Co., it is at 3885 Portland road, northeast, Salem. Edgil Barnes is president of the firm; Alvin N. Whitlaw, vice-president and treasurer, and Elmo D. Fryer, secretary.

The Willamette chapter of the Oregon Association of Nurserymen held a picnic August 18, which was well attended. The Clackamas chapter and the Rose City chapter of the O. A. N. also held picnics during August.

Alfred Teufel, Portland holly producer, is practically back to normal again, after brain surgery a few weeks ago.

According to Wayne (Duffy) Arnold, Arnold's Clematis Nursery, Milwaukie, chairman of the prize committee for the Indian summer session at Gearhart, September 19 to 21, the finest array of prizes has been obtained this year of any year since

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the start of these meetings. The prizes, donated by allied tradesmen and nurserymen, will be used for the various contests during the 3-day fun meet.

The Clackamas chapter of the Oregon Association of Nurserymen entered a display of nursery stock at the Clackamas county fair at Canby. Lists containing the names of all nurserymen in the county were distributed at the fair. C. H. P.

GEORGE FISHER, formerly with F. A. Doerfler & Sons, Salem, Ore., recently opened his own office as a landscape architect at Salem.

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Forms for November 1 issue will close Friday, October 14.

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# New Jersey Summer Tour

By Roy H. DeBcer

A clear, cool August 24 was certainly a contributing factor to the largest turnout in recent years for a New Jersey Association of Nurserymen meeting. Approximately 300 nurserymen and employees gathered in the huge packing and shipping shed of the Perkins-DeWilde Nurseries, Shiloh, N. J. Klaas deWilde, manager of the nursery and past president of the New Jersey Association of Nurserymen, was host to the group.

The major attraction was the tour of the 1,000-acre nursery. The propagating area, including 40,000 square feet under glass, is conveniently adjacent to the shipping platform. A bus took groups on a tour through the many acres of stock. All of the plantings are contoured with such precision that cross cultivation in several directions is possible. Much of the cultivation in the larger stock is done by horse. The accuracy of planting and the uniformity of the block was impressive.

## Container Production

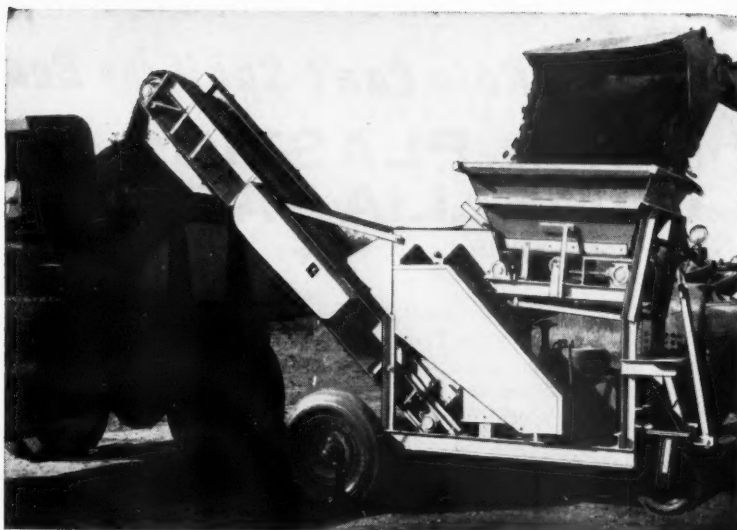
Perhaps the most interesting area of the nursery was the container-production section. Here, in an operation that was begun only five years ago, there were 1,000,000 plants growing in cans on a 15-acre tract. There were more species being grown in containers than were in the field operation. Most of the plants are grown as potted liners and planted directly into 2-gallon cans where they have room to grow for the three years that it takes to produce a finished plant in a container. A slightly tapered nursery can was being used.

About half of the area is in full sun, and the other half is in a thinned-out wooded area, with varying shade densities. The plants are watered and fertilized by means of an extensive irrigation system. Much of the insect control is done by fogging with dusts. Each group spent about an hour walking through the many blocks of cans.

Demonstrations of tractors, mowers and sprayers and exhibits of tools and supplies kept the group active in the packing shed area.

Sandwiches and beverages were served all day.

Many small groups visited the nearby Seabrook Farms' freezing



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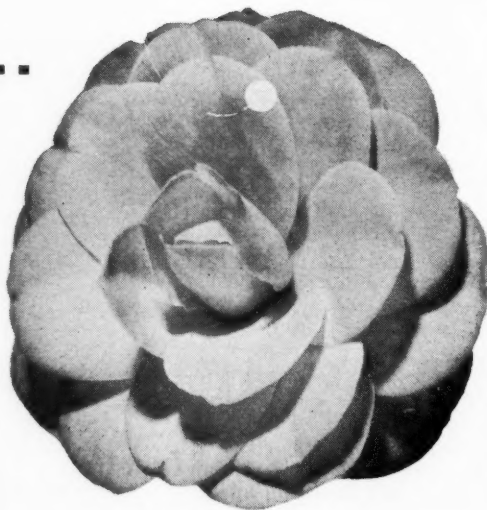
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... JUST FILL OUT COUPON AT LEFT

unit, the Koster Nursery and de Wilde's Rhodo-Lake Nurseries.

Peter Vermeulen, president of the New Jersey Association of Nurserymen, introduced the many guests at the dinner that was served. The New Jersey state department of agriculture and the staff from Rutgers University were well represented. Thanks were given to Klaas deWilde and the others responsible for an excellent day.

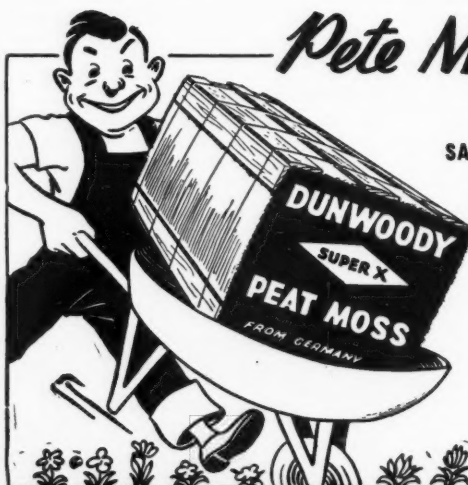
#### WEST VIRGINIANS' MEET

[Continued from page 16]

The best time to spray is in the spring or early summer, before the weeds have grown high, he said. Tall weeds are generally killed, but the stems remain standing and provide a fire hazard. Some grasses may require a second treatment. Lilac, privet, honeysuckle and barberry were declared susceptible to injury by the spray.

Peck Neal showed slides of and briefly discussed his work at West Virginia University on the hybridizing and propagation of azaleas and illex.

Thursday afternoon, the group motored to Ft. Gay, where members visited the Home Nursery Co., of



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which Ralph Lycan is the owner, and the Sandy Valley Nursery, Milton Lycan, owner. Milton Lycan explained his method of producing pink dogwood by budding.

The tour was concluded at the Lavalette Landscape Nursery, where Mr. and Mrs. Zimmerman were hosts at a social hour and picnic that the members greatly enjoyed.

Friday morning was spent in touring some of the fine private rose gardens and the Huntington Rose Gardens. The meeting was adjourned early Friday afternoon.

### TEXAS MEETING

[Continued from page 9]

president Hilscher presented the guest speaker, O. C. Merrett, president of O. C. Merrett & Associates Training Institute, Shreveport, La. Mr. Merrett, formerly associated with the Dale Carnegie Institute, will conduct the forthcoming sales-training course at Texas Technological College, Lubbock, for members of the T. A. N. and their employees. Mr. Merrett's topic was "The Difference Between a Professional Salesman and the Order Taker."

Mr. Merrett said that, in the nursery business, the telephone can be a highly useful sales tool if properly used. Some points about telephone use which Mr. Merrett gave the group were (1) Don't ask a caller for his name and firm affiliation. This puts him on the defensive and makes him think that he cannot speak to a person in authority unless he is important enough. (2) Don't tell the caller to "hold on" and then leave him hanging. (3) Don't tell the caller where the boss is if he is out playing golf or indulging in other extracurricular activities. (4) Don't tell the caller the boss hasn't come in yet when it is past 10 a. m. or that he has left for home when it is only 3 o'clock in the afternoon. It is sufficient to say that the boss is out and offer to take a message.

### Sales Technique

Negative approaches are to be avoided, Mr. Merrett said. If a salesman asks, "You don't need anything today, do you?", the prospect is more than likely to agree.

Continuing, Mr. Merrett said that a salesman must tell the customer about the benefits he will derive by buying the new product; he must dissatisfy the customer with his present product and show where he is losing money by not using the new stock or supplies. After the prospect's attention has been gained, his dominant buying motives should be

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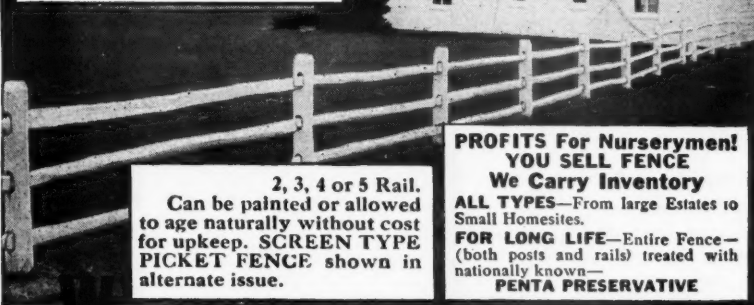


Larger, deluxe Model 2-G, at right, with 3-hp Briggs & Stratton recoil starter engine... \$189.50 (electric available)\*.

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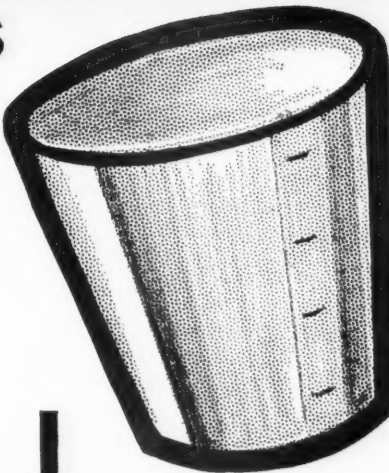
New York	Jackson & Perkins Co., Newark
	Gar Prod., Inc., Queens Ave., Lindenhurst (Long Island)
Ohio	Seward Transportation Co., 1294 Madison Ave., Painesville
	Horticultural Supply Co., 2131 E. 55th St., Cleveland 3
	I. G. Harmon & Son, 1800 19th St., Canton 4
Pennsylvania	E. C. Gelger, North Wales
	Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh
New Jersey	New Yorker Bag & Burlap Co., 651 Marshall St., Elizabeth
	Somers Rose Nursery, Inc., New Brunswick
Illinois	Quackenbush Industries, Inc., 9245 Cherry St., Franklin Park
Michigan	Growers Exchange, Inc., P. O. Box 397, Farmington
	Strickland Seed Store, 1429 Gratiot Ave., Detroit
Minnesota	Kelley & Kelley, Inc., Long Lake
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points of interest to members of the T. A. N. Mr. Vandygriff said that there is a distinct possibility that a new tax law which will be brought before the next state legislature may have direct effect on the nursery business. He urged the nurserymen to become familiar with their representatives and said that it is important that the representative in the legislature know not only the nurseryman's name, but the name of his business and his desires concerning proposed laws and taxation changes. Mr. Vandygriff closed by saying that the members of the T. A. N. should keep their officers posted on the local tax situations confronting them in order that officials may be familiar with the taxation situation throughout the state.

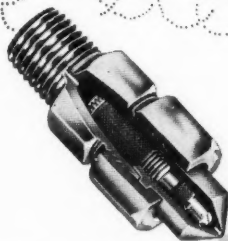
Monday evening a Hawaiian luau was held in the Crystal ballroom of the Baker hotel. Following the luau, the guests danced to music in a Hawaiian setting.

Tuesday noon, August 16, a bachelor luncheon was held on the roof garden of the Adolphus hotel. Dr. Earle Williams, a Dallas dentist, presented an address, entitled "View-points and Attitudes." Among the salient points that Dr. Williams put forth was that the businessman of today is plagued by one common

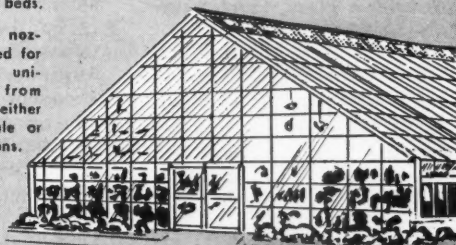
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*Samuel Cabot*

enemy—worry. He should strive to attain an objective viewpoint and consider his problems in their true light. He suggested that a man consider those less fortunate than himself in order to see the infinitesimal importance of his own everyday problems.

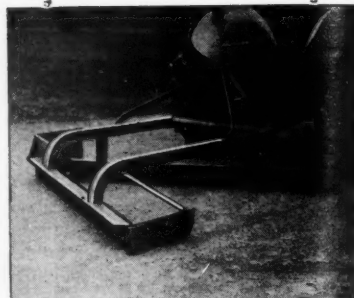
Immediately after the luncheon, a business meeting of region V of the A. A. N. was held. Clark Kidd, Arp Nursery Co., Tyler, director of region V, introduced the guest speaker, Ray Brush, A. A. N. administrative assistant, who described various services of the national association. Mr. Brush declared that the management conferences held by the A. A. N. have been an overwhelming success. Topics covered at the conferences are marketing, accounting, personnel relations and financing.

#### San Antonio in 1962

Tuesday evening was left open for the conventioners to seek the entertainment of their choice. A general session opened the Wednesday, August 17, segment of the program. President Jones presided at this meeting on the roof garden of the Adolphus hotel. After calling the meeting to order, President Jones introduced the presidents of the various regions of the T. A. N. Next on the agenda was the report of the nominating committee, which placed in nomination the slate of officers previously mentioned. The nominations were unanimously accepted, and the new slate of officers was elected by acclamation.

The final business on the docket called for selection of a 1962 convention site. R. C. Aldridge proposed San Antonio for the '62 site, presenting an invitation from the mayor of San Antonio. A second site proposal was offered by Gene Howard, Howard Montopolis Nursery, Austin, who invited the nurserymen to Austin in 1962. Mr. Howard explained that Austin has new facilities for handling large-scale conventions such as the nurserymen's. However, Mr. Howard yielded the '62 site choice to San Antonio with the request that Austin receive consideration for 1963. President Jones then called for a vote on the selection of San Antonio for the 1962 convention site. The affirmative vote was unanimous.

The final event of the convention was the past presidents' banquet, held in the Crystal ballroom of the Baker hotel. It was there that President Jones announced that this convention had set new records both attendance-wise and in gross sales. President Jones introduced the dignitaries at the head table and others



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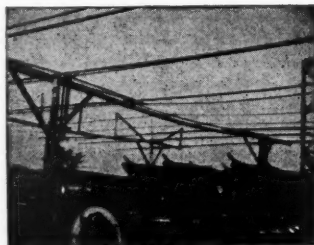
### The GLEDHILL



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present in the room. Among those introduced were the new officers and several past presidents of the T.A.N., as well as Bill Fullingim, executive secretary.

### Arp Award

Past President Jones then turned the rostrum over to the chairman of the Texas Rose Festival, who introduced the 1960 festival queen. Following this, R. C. Aldridge, the 1959 Arp award winner, presented the award for 1960 to L. C. House. Mr. House expressed his deep gratitude for the honor bestowed upon him. After Mr. House received the Arp award, L. A. (Slick) Dean, Arp Nursery Co., Tyler, presented replica plaques of the Arp award to previous winners.

The final event on the evening's program was naming the winner of a new 1960 Cadillac automobile donated by the trade show's exhibitors. The rose queen made the drawing, and K. B. Gwinn, of Leonord's, Fort Worth, was declared the winner.

### SHADE TREE CONFERENCE

[Continued from page 11]

search; teaching; administration of tree maintenance departments at municipal, county and state levels; ownership of commercial tree service organizations, and employment at grades from laborer to technician in all these fields. He pointed out that there is opportunity for specialization in many aspects of arboriculture and cited such examples as the plant pathologist, entomologist, diagnostician and private consultant.

Commenting that "pleasure in performance of work" is fully as important as financial returns, Dr. Hirt said wages and salaries derived from arboricultural work should be sufficient to permit "comfortable living." Mentioning the financial income that might be expected from employment in the various phases of arboriculture, he indicated a need for maintaining wages and salaries at levels comparable to those in other fields of endeavor to attract and retain competent workmen.

New plant pests, new pesticides and new developments throughout the field of arboriculture, Dr. Hirt said, present a challenge to the young man seriously interested in plant culture and care. Coupled with this, he said, is the increasing public interest in the planting and care of trees and shrubs.

For the young person who is interested in arboriculture as a life work, Dr. Hirt advised as much aca-



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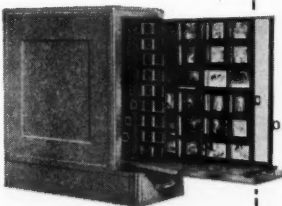
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The Complete (illustrated) . . . \$54.50  
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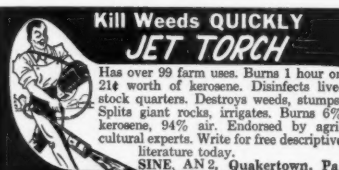
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demical training as possible. Studies, he said, should include such subjects as plant pathology, entomology, business administration, public speaking, writing, salesmanship, landscape design, botany and others of similar nature, as well as training and experience in pruning, spraying and other arboricultural practices employed in the field.

#### Ecological Adaptation

John W. Neill, in speaking on the subject "Some Observations on the Ecological Adaptations of Trees," said environmental factors too often are overlooked in the selection of trees for planting and in their subsequent care. He listed these factors as including water, nutrients, temperature, room for growth, light, wind currents and atmospheric contaminants. None of these, he said, operates entirely alone, but in combination with other factors each affects tree health and growth.

Root structure of trees, flowering, fruiting and general growth habits are affected by the soil type, he said, and added that natural soil conditions may be modified to a considerable extent to meet the requirements of trees. He pointed out that an adequate supply of water in the soil is extremely important to trees and that the season when a tree is making its greatest amount of growth is the most critical period for water. Drought at this time, he said, results in reduced growth, less vigor, generally poor health and often death of the tree. Atmospheric water, he said, is of little value to trees since it cannot be absorbed through the foliage.

In commenting on the effects of temperature, Dr. Neill said most trees go through a period of dormancy during which relatively low temperatures are necessary for normal plant tissue development. Lack of cold weather during the winter, he said, may noticeably delay the development of spring buds. High temperatures can kill plants, he said, adding that "often the killing temperature may be only slightly above that needed for growth."

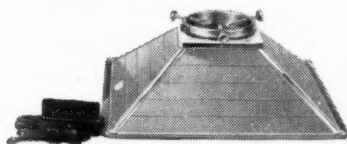
With respect to light, he said that tree species vary in their light requirements, and this should receive full consideration in making selections for planting. Such species as maple, linden and beech are quite tolerant of shade, while willows, black locust and others require an abundance of light. Light intensity is greatest in areas of dry climate, and smoke or dust in the atmosphere or on the leaf surface greatly reduces the amount of light received by the plant. He added that generally



# LORELEI

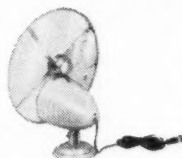
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MODEL NO. 90

# CAMEO

**Musical Revolving Tree Holder**

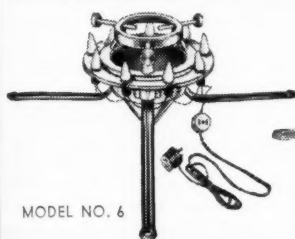
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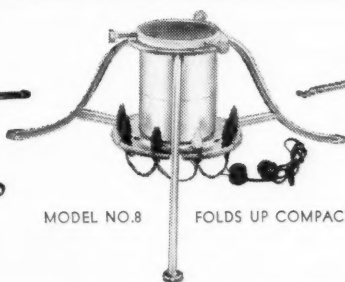


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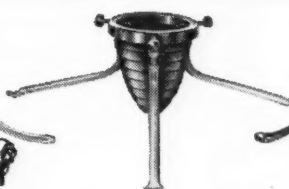


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plants with inconspicuous flowers and fruit are most likely to survive in poor light conditions. Nearby street lights, he said, sometimes result in trees' retaining their leaves much later in the autumn than is normal for the species.

Dr. Neill concluded his talk by showing a series of slides illustrating the effects on trees of changed environmental conditions. He pointed out that where subdivisions are built in wooded areas, the older native trees have a poor chance of survival unless special treatment is given.

### Trees in Business Area

"Planting of Trees in Downtown Areas" was discussed by Walter I. Meyers, deputy superintendent, department of parks and recreation, Detroit, Mich. Using slides to supplement his remarks, he told of the program that has been in progress for the past several years to beautify downtown Detroit through the planting of trees and shrubs. Median strips have been developed in several of the streets and planted, he said, and more than 100 trees set in concrete planting tubs placed on the edge of the sidewalk in front of department stores and business houses.

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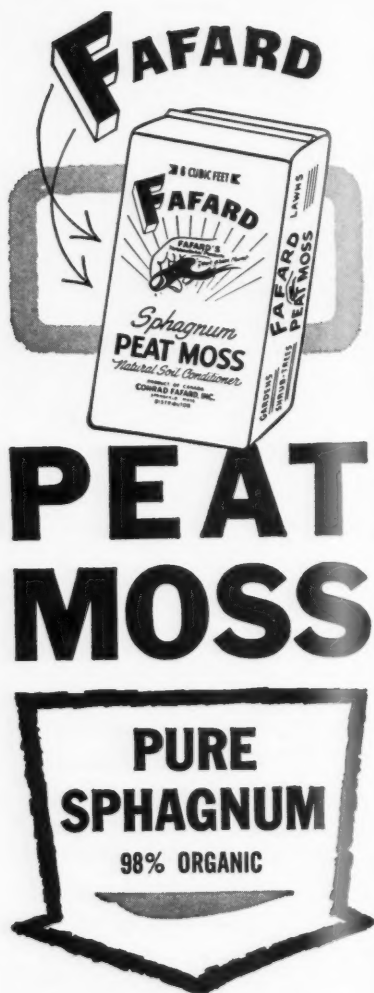
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area, Mr. Meyers said, included the increased automobile traffic, the development of suburban shopping centers and the desire of downtown merchants for attractive greenery to relieve the monotony of broad expanses of concrete. The public, the press and the merchants have enthusiastically endorsed the program, and more planting of this nature is scheduled.

### Roadside Development

Maintenance of roadsides in an attractive condition was discussed by Joseph L. Beasley, highway landscape supervisor, Massachusetts department of public works, Arlington, Mass., in his paper on "A Progressive Approach to Planting Highway Roadsides."

Asserting that "roadside development must keep pace with highway development," Mr. Beasley said the roadside maintenance program in Massachusetts included tree and shrub planting, pruning, spraying, the mowing of grass and the use of plant growth retardants in some cases. Trees, shrubs and well-cared-for turf along the highways, he pointed out, reduce driving fatigue, minimize headlight glare, reduce traffic noise and generally make for greater safety in driving.

Indicating that grass mowing is one of the big problems in roadside maintenance, he said that "good plantings of trees and shrubs will pay for themselves in 10 years' time in reduced mowing and other maintenance costs." Much of the maintenance work, he said, is done under contract. He showed a series of slides illustrating roadside planting and the use of wood chips to control erosion on the slopes of highway cuts and fills.

### Things to Come

In his discussion of "What's Ahead in Business for the Next Decade," James W. Kelley, of the college of business administration, Boston University, Boston, predicted great expansion in industry generally to meet demands induced by an increasing population.

Dr. Kelley predicted that the population of the United States would increase by some 30,000,000 within the next decade. This, he said, will result in the building of homes to accommodate some 7,000,000 more families, expansion of colleges and universities to meet the demand for advanced education and increased capital investment in the development of established industries and the financing of new ventures.

He said that the present labor force in the United States amounted

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to about 70,000,000 persons, but that in the next 10 years it would increase to 82,000,000 to 84,000,000, and about one-third of these workers will be women. The average work week in 1970, he said, will be about 37 hours, yet the average family income will increase. This will mean, he asserted, that more time and money will be available for all recreational activities, ranging from tourist travel to home gardening.

#### Street Trees

"Availability and Suitability of Several Tree Species and Their Clones for Lawn and Street Planting" was the subject of a paper presented by Jake Gerling, of the department of parks, Rochester, N. Y. He briefly reviewed the work of those who pioneered the idea of using small-growing, compact trees for city streets and told of the accomplishments of recent years.

More than 20 years ago, he said, one nurseryman propagated several hundred erect Norway and columnar maples, but was able to sell only a few dozen, because of opposition to the use of any species other than those which had been planted for years past. Such opposition, he pointed out, had to be overcome through publishing educational articles in leading magazines and newspapers and gradually building up a demand among city officials for the smaller-growing trees to the point that nurserymen could be sure of sales if they grew such trees.

Rochester was one of the first cities to use species adapted to narrow planting strips or parkways on city streets. The columnar sugar maples used there, which neither impaired street lighting nor overhung homes on the street, inspired other cities to plant similar trees. Today, the demand for such trees is greater than the supply.

Using color slides, he described many of these new trees as suitable for street and lawn use. These included the following: Upright Norway maple, columnar Norway maple, Shademaster Norway maple, Almira maple, Temple's upright sugar maple, columnar red maple, Gerling red maple, Asiatic striped maple, paper-bark maple, Korean mountain ash, Chinese scholar tree, flowering ash, ruby-red horse chestnut, Kwanzan cherry, Sargent cherry, Japanese tree magnolia, Moraine ash, pyramidal hornbeam, Moraine locust, little-leaved linden and silver linden.

Of special interest to municipal arborists was a talk given by John Michalko, of the division of shade trees, Cleveland, O., on the subject

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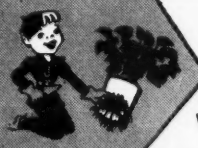
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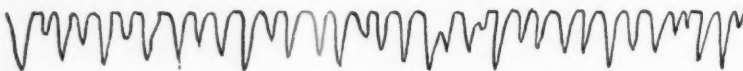
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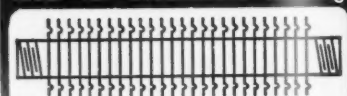


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"Organization, Equipment and Management of Street Tree Crews." He advocated municipal control of street trees and asserted this control should be vested in a special department, under one control head armed with adequate ordinances.

Essential to proper management of work crews, he said, are the establishment and maintenance of good public relations, efficient operations, carefully planned work assignments, safety, meetings of crews and supervisors to discuss problems and promotion of workmen on the basis of longevity of service and merit.

He stressed the importance of good equipment and the need for maintaining tools and trucks in good working condition for efficiency and safety. Equipment, he said, should include such items as power saws, stump cutters, brush chippers, aerial lifts, sprayers, trucks of special design for tree work and tree movers.

Thursday morning was devoted to a discussion of public utility arboriculture, with papers being presented by R. Hicock, of the Connecticut Light & Power Co., Hartford, Conn.; Leonard Donahue, of the Central Vermont Public Service Corp., Rutland, Vt., and J. C. Kenealy, of Lower Merion Township shade tree commission, Ardmore, Pa.

### Line Problems

With "Arboricultural Activities of the Edison Electric Institute" as his subject, Mr. Hicock told of efforts made to reduce conflicts between overhead utility lines and trees. He said there should be "compatibility rather than coexistence" of trees and overhead wires and recommended the use of low-growing trees in new plantings made adjacent to utility lines. He advocated the cooperation of nurserymen, arborists and utility companies in the propagating and planting of such trees.

In his discussion of "Utility Helicopter Spraying," Mr. Donahue spoke of the use of weed and brush-killing chemicals on the right-of-way of utility lines. The use of such materials was started, he said, in 1947, and through the ensuing years various types of hand and power sprayers were used in applying the chemicals. Use of helicopters was begun in 1956 and now, he said, about 90 per cent of right-of-way spraying is being done by helicopter. He presented a series of slides showing helicopters in actual spraying operations.

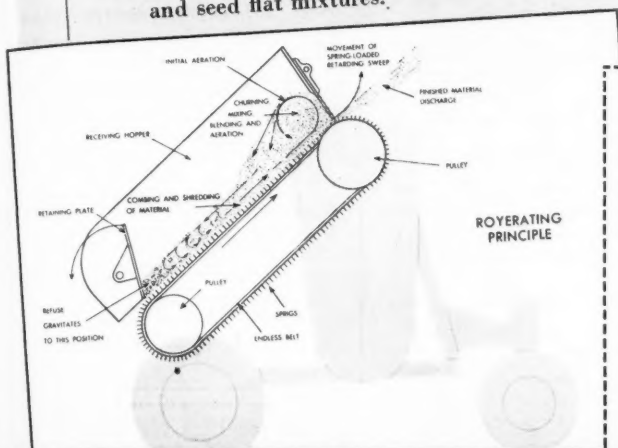
As president of the National Shade Tree Conference, J. C. Kenealy spoke of the advantages of utility companies' holding membership in the conference. He pointed out that

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at the annual meetings of the conference and in the publications of the organization the most up-to-date information on tree care is made available. Such information, he said, includes techniques of pruning; selection and propagation of tree species; use of various chemicals, including plant growth retardants; legislation pertaining to trees, and other phases of arboriculture.

All those who engage in arboricultural activities, he said, have a common goal, the betterment of trees, and he urged the cooperation of all who have any connection with such work. He presented a series of slides illustrating various types of tree work done in Pennsylvania.

#### Nematode Control

"Nematode Damage to Shade Trees and Recommended Control Practices" was discussed by Richard Rohde, of the department of entomology and plant pathology, University of Massachusetts, Amherst.

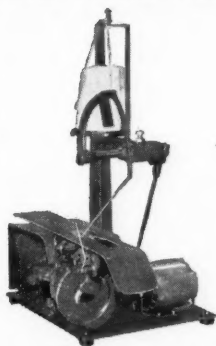
Stating that although records of nematodes date back more than 100 years, most of the information available on their behavior and control measures has been obtained through research in the past decade. About 150 kinds of nematodes are known, he said, and these affect a wide variety of farm and vegetable crop

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plants, ornamentals, fruit and shade trees. Citrus trees, especially, Dr. Rohde said, have suffered from nematodes, as well as apples, peaches, cherries and other fruit trees.

Concerning control of these soil-inhabiting pests, Dr. Rohde mentioned a number of proprietary chemical compounds that may be used effectively and, he said, many new promising materials are being studied. He presented a number of slides showing different types of nematodes, application of control measures and the difference in plant growth in nematode-infested and uninfested farm fields.

### Systemic Insecticides

The final paper on the program was presented by John C. Schread, of the department of entomology, Connecticut agricultural experiment station, New Haven, on the subject "Systemic Insecticides for Control of Leaf Miners and Certain Other Insects." He called attention to the fact that stomach poisons and contact insecticides have been known and used for many years, but that systemics are new in the field of insect control. He defined systemic insecticides as being materials that may be introduced into the plant through the roots, stem or leaves, are absorbed and translocated throughout the plant and remain toxic to insects that feed on the plant.

Systemic insecticides, available to nurserymen, arborists and similar professionals in plant care, include Thimet, Dimethoate, Phosphamidon, Di-syston, Schradan, Systox and Phosdrin, Dr. Schread said. He said that because of their toxicity these materials are not available to homeowners and warned that rubber gloves should be worn and other protective devices used in handling and applying systemics.

Concerning the use of systemics to date, Dr. Schread said they were found to provide good control of many sap-sucking plant pests such as leaf miners, lace bugs, midges, mites, leaf rollers and aphids. He said they appear promising for control of euonymus scale, pine-needle scale, lecanium and other scale insects.

At the adjournment of the convention it was announced that the next meeting of the National Shade Tree Conference will be held in August, 1961, at Minneapolis, Minn.

CLOSED August 31 was the Detroit area retail nursery outlet of Ilgenfritz Nurseries, Inc., Monroe, Mich. All of the firm's future operations will be direct from the nursery at Monroe.

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## BOOK REVIEWS

### OUTDOOR FIREPLACES

If a home planting job includes the construction of an outdoor fireplace, or if the homeowner contemplates adding one, a new book that may be recommended is "How To Build Outdoor Fireplaces and Furniture," one of the Arco how-to books, just published by the Arco Publishing Co., at \$2.50.

Besides the construction of various types of fireplaces outdoors, it includes patterns and plans for building various kinds of furniture and adds a directory of the latest designs in terrace furniture if it is to be purchased. Also included is a cooking section of 35 recipes for outdoor meals and an album of barbecue equipment. Plenty of illustrations add to the usefulness of this 144-page book.

### SUNSET BOOKS

"How To Build Fences and Gates," one of the most instructive Sunset books, has been issued in a revised and enlarged edition of 112 pages, 8x11 inches, with 305 illustrations. Published by the Lane Book Co., at \$1.75, it pictures and describes ideas, construction and maintenance of fences and gates of wood in a great variety of forms, some plastics and metals, and glass and wire. Anyone doing such construction work on garden and home grounds will find this book useful.

"Garden Work Centers" is designed for gardeners who do enough about their premises to require storage facilities and a shelter for potting and other chores. It contains a myriad of ideas for such shelters, tool storage arrangements, compost bins, potting areas and structures such as small lath houses, greenhouses and coldframes. This 96-page book, 8½x11 inches, newly published by the Lane Book Co., at \$1.75, is illustrated with 400 reproductions of photographs, drawings and plans. Especially prepared for the gardeners of the Pacific coast states, the suggestions in the book are adaptable elsewhere, especially in the warmer states where garden activity is prolonged.

"How To Grow Roses," by John Paul Edwards, issued by the Lane Book Co., at \$1.75, has been completely revised to include the latest rose varieties and new information on insecticides, fungicides and ferti-



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lizers. Detailed instructions are given for home gardeners' selection, planting and care of garden roses, particularly on the west coast. Numerous illustrations include eight pages of the newer roses in full colors.

The "Sunset Lawn and Ground Cover Book" has been issued in its second edition by the Lane Book Co., at \$1.75. Particularly for residents of the west coast, this 96-page book makes possible a choice of cool-season or subtropical grasses from charts of each. The procedure of installation, watering and mowing lawns, controlling weeds, fertilizing and combating insects and diseases is covered in successive chapters, with explanatory drawings and some illustrations. Separate chapters concern Bermuda and dichondra lawns, while 13 pages are devoted to descriptions of ground covers and a chart as to their uses.

### HOW TO KILL WEEDS

The huge demand for a chemical to kill crab grass and other weed pests of home lawns has produced detailed instructions to meet this and other lawn problems in the new book, "New Way to Kill Weeds in Your Lawn and Garden," by Dr. R. Milton Carleton, whose earlier book on lawns and lawn grasses appeared about a year ago.

This book of 124 pages contains over 300 illustrations to add to the detailed instructions in regard to killing crab grass and lawn weeds of other types. Issued by the Arco Publishing Co., at \$2.50, it adds information on the new drought-resistant grasses, insect control and other means of improving home lawns.

### SOUTHERN CONVENTION

[Continued from page 7]

trated on propagation media, with expanded shale and perlite emerging as promising materials. The value of hormones and of varying photoperiods in plant propagation is being studied also. A recent series of tests on fertilization of stock plants showed that better cutting material was produced on these plants when the level of nitrogen was kept low.

Work on weed control includes studies on the tolerance of nursery plants to various herbicides as well as on the chemicals' effectiveness in controlling specific weeds. Nematodes are the object of most southern disease control research, with mimosa wilt, azalea petal blight and hemlock rust also receiving attention.

Dr. Cannon noted that only two

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southern states are conducting research in entomology and recommended that the nurserymen urge expansion of work in this field in their respective states. He cited marketing research as another area in which more work is needed, noting, however, that what little is being done in the south is excellent, covering marketing techniques, consumer demand and acceptance and storage of ornamentals.

Southern turf research embraces projects concerned with development of new lawn grass varieties, establishment of lawns, nutrition and disease control. Variety trials are being conducted at every experiment station represented at the conference, several of these trials being devoted to roses.

New introductions of the United States Department of Agriculture under trial in many states hold promise as replacements for ornamental plants which are now being used in the south but which are not well adapted to southern conditions.

Among miscellaneous research projects, Dr. Cannon reported that Dr. Ray Self, Mobile, Ala., has found galvanized concrete pipe reinforcement wire an inexpensive and satisfactory support for plastic green-house coverings. In the same general

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field, Mylar was found to be the most durable of the plastic greenhouse films tested recently by Dr. E. W. McElwee, University of Florida.

Dr. Cannon concluded by announcing that James A. Foret, University of Southwestern Louisiana, Lafayette, had been chosen chairman of the research group for the coming year, with Prof. C. O. Box, Mississippi State College, as the new secretary.

#### Measuring Performance

The first guest speaker introduced on the morning program was Lee Stirland, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del. He opened his address, entitled "How to Measure Performance," by stating that a firm's earnings are meaningless unless they are expressed as a percentage of the total amount invested in the firm. If they are so expressed, they indicate what return the businessman is receiving on his investment and how well the company is operating.

Earnings are the surplus remaining after all expenses of the operation, including taxes, are paid. Total investment is a company's permanent investment, represented by buildings, equipment, etc., plus its working capital. The latter includes inventory, money tied up in stock; accounts receivable, money still in the customers' hands, and cash on hand, money needed to operate the business until accounts receivable are liquidated.

Mr. Stirland then showed how certain practices affect these factors and, through them, the return on investment. Extending credit terms from 30 to 60 days, for example, may bring an increase in sales but it also doubles the accounts receivable and necessitates a corresponding increase in cash on hand, so that the net result is a drop in the return on investment.

Francis Shackleford, partner in an Atlanta law firm, addressed the nurserymen on "Corporation, Partnership, Proprietorship — Which for You?" He advised that anyone starting a business should operate it as a proprietorship or partnership for a year or two before incorporating.

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If the young business should incur losses, which is by no means an uncommon turn of events, they can be handled more advantageously, tax-wise, by a proprietor or partner than by the officers of a corporation. Business losses of a proprietorship or partnership may be deducted from the owner's income for the past two

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years or for the succeeding five years.

Even if no losses occur, there is no tax advantage in incorporating a sole proprietorship unless it is making a profit of more than \$20,000 a year. For a dual partnership, this figure would be \$40,000, and for a partnership of three or more persons it would be \$30,000 multiplied by the number of partners.

Mr. Shackelford listed the following as advantages of the corporate form: It enjoys greater acceptance in the business community, it tends to assure continuation of the company, it limits liability in the case of business failure and it provides readily transferable ownership through stock.

Chief among the disadvantages of the corporate form is the double taxation of earnings. The corporation itself pays a tax on its profits, and when these are distributed among the shareholders they are taxed again as dividends. Further, if the corporation should operate at a loss, its officers are, in effect, drawing salaries from their own capital, but these salaries are taxed as income. Among other disadvantages are the higher capital gains tax and the fact that stockholders' meetings must be held yearly.

If stock is to be offered for the purpose of obtaining additional capital for a new corporation, it should be (1) common stock, (2) with a set price, (3) open for subscription for not more than two years and (4) defined by a written plan in the corporate resolution. If these conditions are met, a distinct tax advantage will be gained in that any corporation losses that may occur may be deducted as ordinary losses rather than as capital losses.

#### Describes "S" Corporation

In concluding his talk, Mr. Shackelford described a new type of corporate organization, the pseudo corporation, or "S" corporation, as it is called. Evolved in 1958 for the purpose of avoiding double taxation, this form of organization may be assumed by a corporation provided it has no more than 10 stockholders (these must be individuals or estates, not trusts) and provided it is an active corporation, not just a collecting organization.

The great advantage of the "S" corporation is that profits and capital gains are not taxed directly to the corporation but to the individual stockholders on a pro-rata basis. Losses, likewise, are prorated among the stockholders and these losses may be deducted from their individual incomes.

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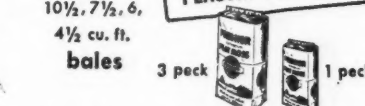
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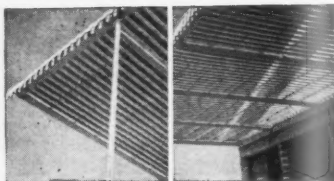
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can be held and declared later to even out taxes in peak and low years. This, however, is a legal loophole that will probably soon be closed. A disadvantage of the "S" corporation is that profits plowed back into the business are nevertheless taxed to the stockholders as profits.

In the discussion that followed, two additional points regarding this new corporate form were brought out. First, an "S" corporation may not be a wholly owned subsidiary of another corporation. Second, an ordinary corporation (provided it meets the requirements) which anticipates a large capital gain may qualify itself and file as an "S" corporation for one year to take advantage of the favorable capital gains tax structure. After dequalifying itself and returning to the ordinary corporate form, however, a corporation cannot refile as an "S" corporation for five years.

James Saxon Childers, guest speaker at Monday's luncheon, was recently sent by the State Department as a specialist in journalism to lecture before students and professional groups in several countries of the east and near east.

In his talk, "The Nation on the Flying Trapeze" (which is also the title of his new book), he gave a sobering account of the far from flattering opinion of the United States that he met consistently in speaking with the peoples of these countries. He warned that it is not only possible but imminent that America may lose her prestige and power in international affairs.

**Landscape Tour**

The afternoon landscape tour to observe home plantings in the Atlanta area conducted by Erik Johnson, Johnson Landscape Co., and Frank A. Smith, Frank A. Smith & Co., both of Atlanta, was restricted by a sudden downpour to three homes. At the first of these, Mr. Johnson had combined moss-covered stones, raked sand panels and a pebble "lawn" with ferns, grasses and other shade-tolerant plants to create a Japanese garden in a yard completely shaded by a huge tree.

The second two residential landscapes, located in the hilly Buckhead area north of the city, were designed and planted by Mr. Smith and were marked by skillful adaptation of the plans to difficult sites, effective use of espaliers and rich variety of texture and color in the planting materials.

The following morning, over 40 members of region II of the American Association of Nurserymen attended a breakfast meeting at which

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Regional Director Ollie Gresham, Gresham's Nursery, Richmond, Va., presided.

After R. E. Brown, Goochland Nurseries, Pembroke, Fla., gave his report of the regional delegates' activities at the recent Cincinnati convention, Mr. Gresham introduced F. Raymond Brush, A. A. N. executive assistant, noting that Curtis Porterfield, secretary of the A. A. N., who was originally scheduled to speak at the breakfast, had been called to California in connection with the Pacific coast management conference at Lake Arrowhead.

Mr. Brush outlined the distribution of responsibility among the staff at the national association's Washington office and then surveyed the bills of interest to nurserymen pending in the present legislature. Chief among these were the wage and hour bill that would increase the minimum wage, as well as coverage of the legislation, and legislation authorizing a 2-year extension of the bill permitting contracting of Mexican labor.

He announced at the close of his address that the A. A. N. is planning a legislative conference this year, to which state association officers will be invited for discussions on state and federal legislative problems.

#### Committee Reports

The final business session was opened Tuesday morning by President Fraser, who introduced several guests present and then called for officers' and committee reports. Reports of the necrology committee and of the treasurer and executive secretary were presented, the last-named indicating that association membership had risen from 270 to 317 during the past year.

Making a special report on the ad valorem personal property tax on nursery stock, Jim Patterson announced that this tax is levied in four southern states, Florida, Georgia, Maryland and Texas. In Texas it applies to retail stock only, but both wholesale and retail stock is taxed in the other three states named.

Resolutions presented by R. E. Brown, chairman of the resolutions committee, expressed the group's appreciation for the work of retiring President Fraser; of Don Hastings, Jr., and his convention committee, and of Mrs. Martha Johnson, who directed planning of the ladies' program. These resolutions were seconded and passed unanimously.

Elections were then held, with the results reported earlier, and invitations were heard and voted on to determine the site of the 1962 convention. By majority vote, Lexington,

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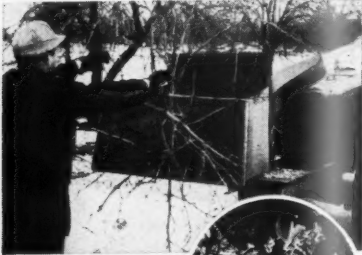


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Ky., was declared the meeting place for 1962, winning over three other southern cities and a proposed Caribbean cruise.

"Taxation Problems in the Small Business" were discussed by Dr. Roy Proctor, department of agricultural economics, University of Georgia, Athens, the first speaker on the Tuesday program. Dr. Proctor opened his talk with a review of the various bases of tax assessments and then compared the tax aspects of the three forms of business organization.

In a sole proprietorship, net business income is added to the individual owner's income and taxed as such. A partnership, he noted, has little tax advantage over a sole proprietorship. The profits of a corporation are taxed to the corporation itself rather than added to the income of the stockholder-owners. Both the sole proprietorship and the partnership have a more advantageous capital gains tax structure than the corporation.

#### Advises Quick Depreciation

Dr. Proctor advised the nurserymen to deduct all allowable depreciation in as short a period as is permissible. Buildings, for instance, should be fully depreciated in 10 years, the minimum allowed, rather than in 15 years. He recommended the Tax Guide for Small Businesses and the Farmers' Tax Guide, both available from district directors of internal revenue, as helpful publications.

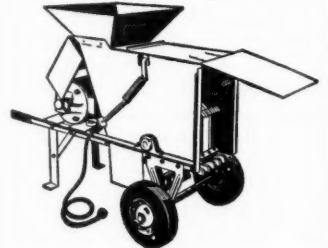
At the conclusion of Dr. Proctor's address, Geddes Douglas, Geddes Douglas Garden Center, Nashville, Tenn., chairman of the legislative committee, proposed several changes in the S. N. A. bylaws. These bylaw amendments, all of which were seconded and passed, change the association's definition of nursery business to conform to A. A. N. terminology, establish officially the post of executive secretary, restrict candidates for president as well as vice-president to persons who have served the two preceding years as directors and set up a specific procedure for amending bylaws.

#### Small Business Loans

Speaking on "Credit Problems of the Small Business," Champ McNair, vice-president of the Trust Co. of Georgia, Atlanta, assured the nurserymen that banks are interested in extending credit to the small businessman, because most of their customers are small firms and because those that succeed are the big businesses of tomorrow. The life span of most of these companies, however,

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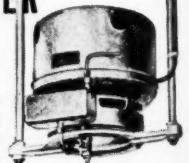
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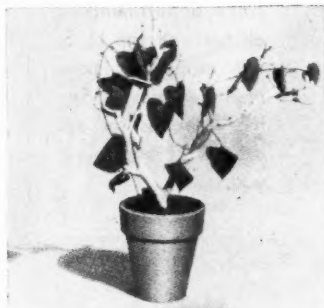
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Dried cactus skeletons for totem poles.

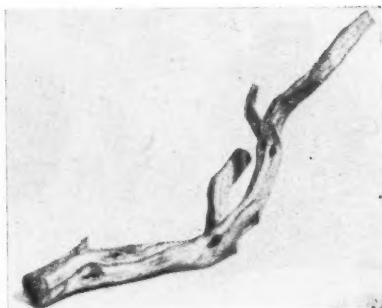
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is short. Inadequate capital leaves them highly vulnerable to economic changes, and even an increase in sales — normally a blessing — frequently brings the need for more money than is available.

He cited lack of information as a bank's greatest problem in extending credit to a small business. The bank must base its approval of a loan on the prospective borrower's financial condition, and a small company's records are often inadequate to supply the required financial statement and tally of specific bills to be met.

In addition to financial status, the character of a loan applicant is a potent factor in the banker's decision to grant or refuse a loan. The general opinion of an applicant's associates, his debt-paying record and other pertinent facts are taken into consideration.

Mr. McNair emphasized the following as three questions to which the bank must have detailed and explicit answers before it can grant a loan:

1. How much money is needed? For a satisfactory answer to this question, a reasonable projection of business progress must be available. Mr. McNair has found that such a projection frequently reveals that the

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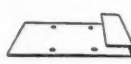
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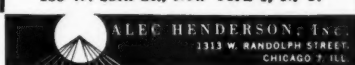
**BENCH HARDWARE** — Angles — Corners — Sides. Heavy-gauge galvanized metal shaped to slip over sides and corners firmly. Sides  $\frac{3}{8}$  in. thick — 4 and 6 ins. high. Angles  $\frac{1}{2}$  x  $\frac{3}{4}$  in. — size 4x6 ins. Write for information on Bench Hardware!

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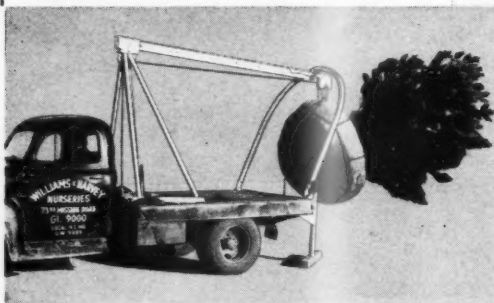
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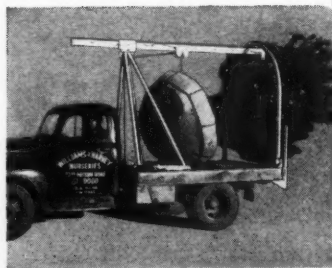
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firm does not need credit so much as added equity capital—funds that do not have to be repaid.

2. For what purpose is the loan needed? Many businessmen state that they need funds for general operation. This is not an adequate answer, the speaker pointed out, because the prospect of repayment and, therefore, the risk being assumed by the bank depend on the specific use to which the money will be put.

3. How will the loan be repaid? Unless an explicit source of repayment is determined in advance, there is little chance of the loan's being granted. If the applicant is uncertain on this point, the prospect of repayment is equally uncertain. Assets convertible to cash are the most satisfactory source of repayment. Another acceptable source is additional capital to be acquired through profit or investment, providing this will be available in a reasonable length of time. A secondary loan from another lender may also be given as a source of repayment, though such loans are usually difficult to make.

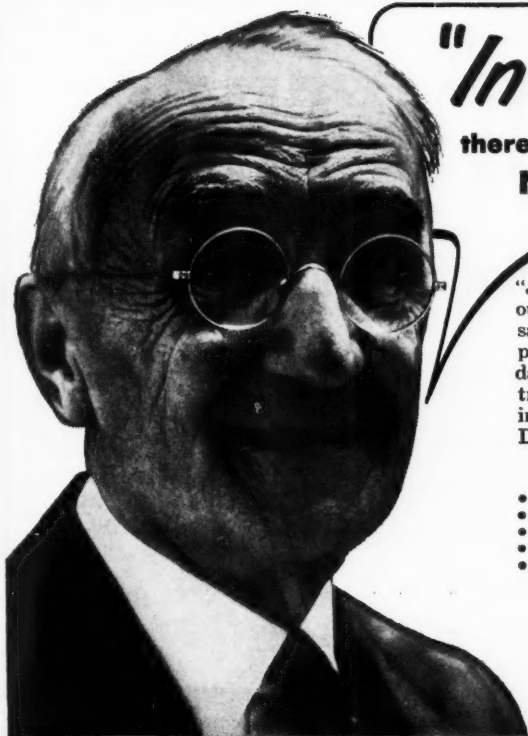
### Visit Garden Center

Tuesday afternoon was left open to give the nurserymen a final opportunity to visit exhibitors' booths in the trade show or nursery establishments in the vicinity. D. M. Hastings, H. G. Hastings Co., conducted a group of the conventioners on a tour of the company's garden center north of the city.

Opened in 1955, this first of the Hastings Garden Centers is currently being expanded and remodeled to afford twice the floor space of the original garden shop. Several details of the center's layout and operations drew special comment from the visitors, such as the demonstration plots of different turf grasses and the large sheets of corrugated transite used with metal trestles as seasonal display tables. The channeled surface of the transite provides drainage for flats and baskets of bedding plants, and the tables are easily set up, dismantled and stored.

A long rectangular concrete island in the parking lot opposite the entrance is used for display of large garden ornaments and storage of bulky supply items. These are conveniently loaded in customers' cars upon presentation of a sales receipt from the garden center.

Eleven former presidents of the S. N. A. were honored at the annual past presidents' banquet Tuesday evening, when the Slater Wight award was presented as reported



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earlier. Since the large silver bowl that symbolizes the award passes from one recipient to the next each year, it was decided recently that a small replica of the trophy should also be presented to remain in the recipient's possession.

These permanent trophies were consequently given to Mr. Nicholson and to two previous winners of the award present at the banquet, A. S. Gresham, Jr., and Tom Dodd, Sr., Tom Dodd Nurseries, Inc., Semmes, Ala. Leo Aikman, columnist, of the Atlanta Constitution, was guest speaker at the banquet, and the evening was concluded with dancing.

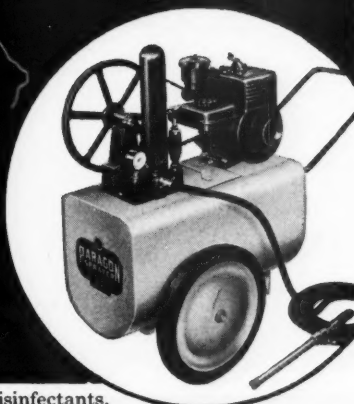
Other social events of the convention included the exhibitors' hospitality hour and a buffet dinner Sunday evening and the cocktail hour that preceded the past presidents' banquet. The ladies' program featured a luncheon at Yohannan's restaurant on Tuesday and an afternoon shopping tour of Lenox Square, one of Atlanta's largest new shopping centers.

OFFICIAL opening of the Stallings Ranch Nursery, Encinitas, Calif., drew a large attendance, with numerous visitors winning prizes. Virgel H. Stallings is the proprietor.

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